THE COIN MACHINE REVIEW

APRIL 1945

BUY WAR BONDS

ARMY E NAVY

Seeburg

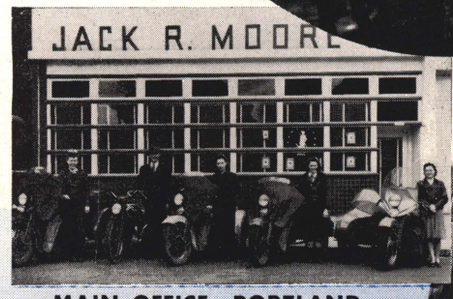
In recognition of the outstanding services rendered by our distributor organizations during these war times, the J. P. Seeburg Corporation honors an authorized Seeburg distributor each week.

JACK R. MOORE

"For the duration of the war, the Jack R. Moore Company organization has dedicated itself to assisting its customers in the perpetuation of their business for 'V Day.' Through the training of young women in the service of Seeburg equipment and the maintenance of our famous 'See-At-A-Glance' Parts Department, Seeburg operators throughout the territory served by our organization, we are proud to say, have been able to 'Keep 'Em Playing' for the duration."

THE JACK R. MOORE CO.

Jack R. Moore



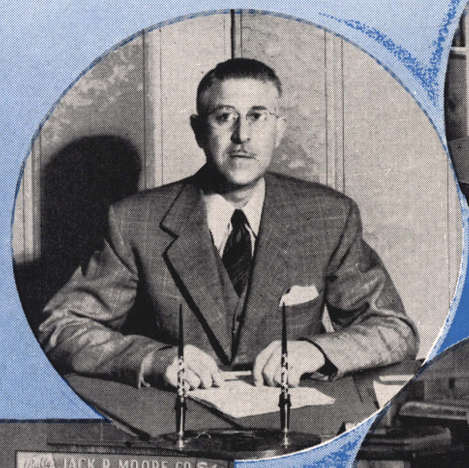
MAIN OFFICE—PORTLAND
Service Girls Servicars

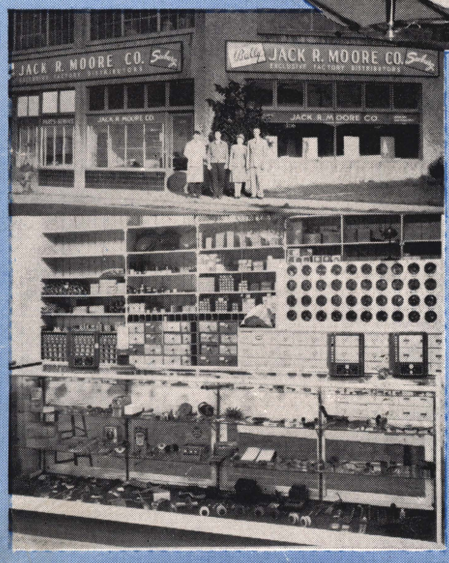
MAIN OFFICE—PORTLAND
Repair Department

SAN FRANCISCO Branch
Administrative Offices
Mr. John Ruggiero, *Manager*

SEATTLE
Branch Manager
Mr. Bert Beutler

SEATTLE Branch
100
Elliott West





SEATTLE
Branch
"See-At-A-Glance"
Parts
Department

SAN FRANCISCO
Branch
"See-At-A-Glance"
Parts
Department

SAN FRANCISCO
Branch
348 Sixth St.

SPOKANE
Branch
Mr. Ralph Perin
Manager

SPOKANE
Branch
N. 7
Bernard
Street

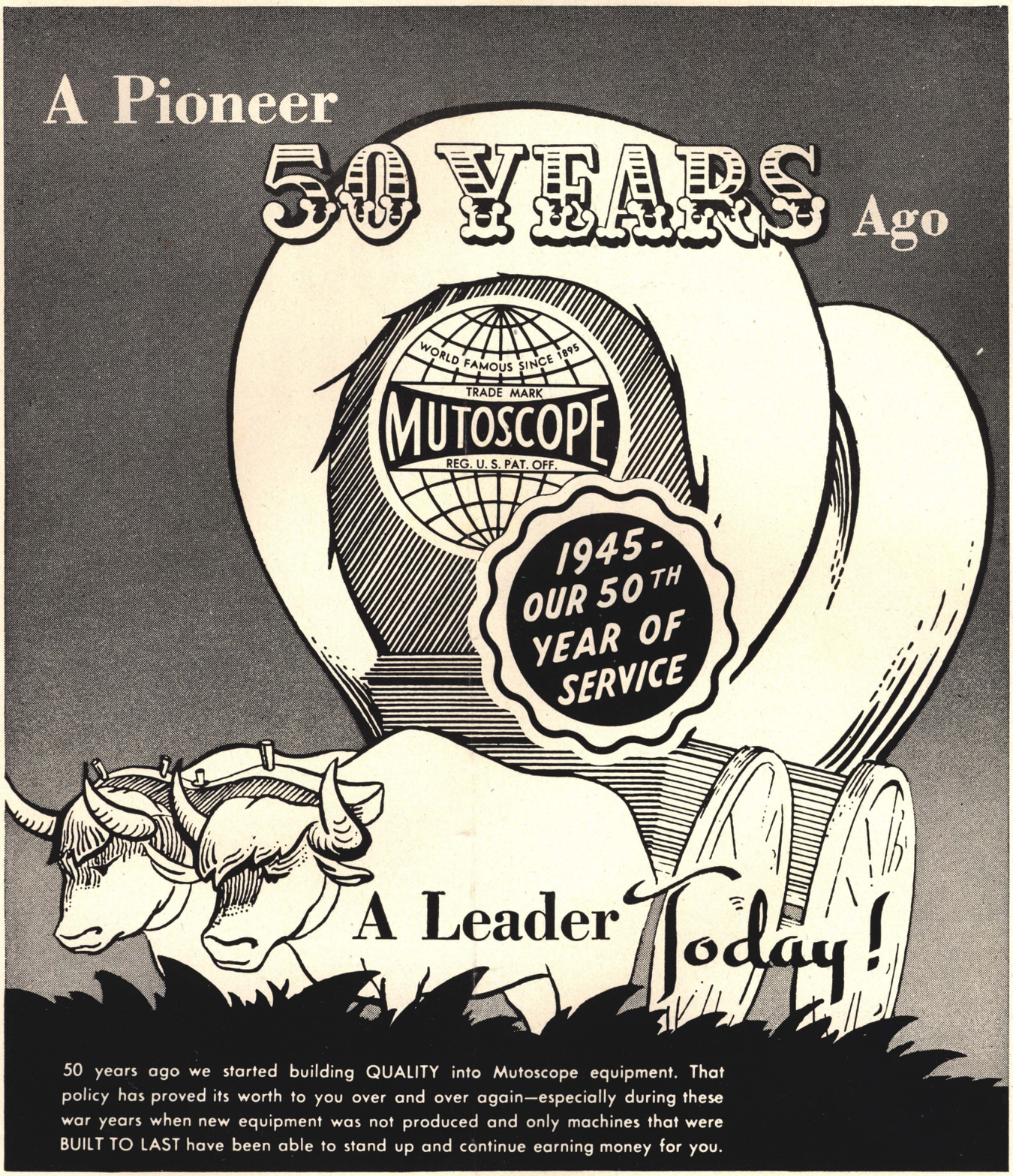
JACK R. MOORE CO.

EXCLUSIVE DISTRIBUTOR FOR J. P. SEEBURG CORPORATION

1615 S. W. 14th AVE., PORTLAND, OREGON

BRANCH OFFICES: **SPOKANE, WASHINGTON • SEATTLE, WASHINGTON • SAN FRANCISCO, CALIFORNIA**

A Pioneer 50 YEARS Ago



A Leader Today!

50 years ago we started building QUALITY into Mutoscope equipment. That policy has proved its worth to you over and over again—especially during these war years when new equipment was not produced and only machines that were BUILT TO LAST have been able to stand up and continue earning money for you.

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET — WM. RABKIN, President — LONG ISLAND CITY 1, NEW YORK

WAR WORK NOW

New Coin Machines After Victory

BUY MUTOSCOPE EQUIPMENT FIRST - It's Built to Last!

BUY MORE BONDS

1945 — OUR FIFTIETH YEAR OF SERVICE

The COIN MACHINE REVIEW for April, 1945. Vol. 12, No. 9. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $2.00 for 3 years—minimum term accepted. 50c per copy.

CANCER

KILLS 1 ADULT OUT OF 6

IT MAY WELL KILL YOU!

GIVE!

COIN MACHINE REVIEW

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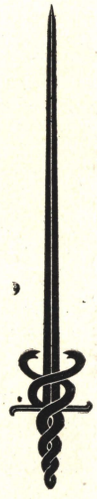
FOR APRIL 1945

GRIM FACTS: Yes, 1 out of 6 who read this page may die of cancer unless more money is given to wipe out this scourge.

The present one million dollars that Americans are giving is not nearly enough. Eminent scientists lack funds for experiment . . . cancer clinics are starved for equipment . . . sufficient money to care for pitiful advanced cases is not available.

Nearly every American family is destined to number a cancer victim with all the misery and expense involved . . . 17 million living Americans are now doomed to die of cancer!

Yet Americans give to the conquering of cancer less than one million dollars annually, as compared to one hundred billion dollars a year to the war. *More must be done!*



GREAT HOPE: You, by giving, can save perhaps yourself, perhaps a dear one, from cancer.

Leading cancer scientists say that five million dollars a year would cut the cancer death rate ⅓ to ½. And this even if not another fact were discovered . . . merely through wider education, more clinics.

Science wiped out yellow fever, solved small-pox, typhoid, diphtheria, found sulfa, penicillin. With funds, science can also find the answer to cancer for us all.

Do your part! Give, and give again to banish the dread curse of cancer, to save lives by treating cases in time. Send us any amount from 10¢ to $1,000. Every bit helps!

Be as Generous as you can in this Life and Death matter.

CONTRIBUTIONS ARE DEDUCTIBLE FROM INCOME TAX

YOUR GIFT MAY SAVE YOUR LIFE AND THE LIVES OF THOSE YOU LOVE

AMERICAN CANCER SOCIETY
350 Fifth Avenue
New York 1, N. Y.

I enclose my contribution of $_____
to aid in the War Against Cancer.

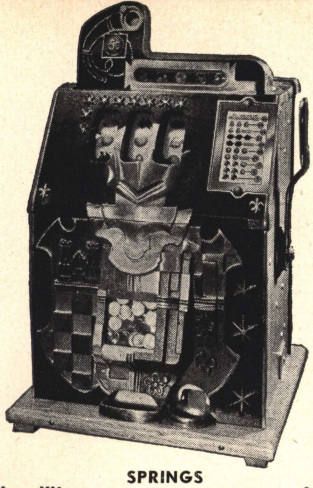
NAME_____

STREET ADDRESS_____

CITY_____ STATE_____

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

PARTS



SPRINGS

Spring Kits	ea.	$ 5.95
Small Springs, Assorted	doz.	1.95
Upper Payout Lever Springs	ea.	.25
Handle Springs #3196	ea.	.50
Clock Pull Springs #2860A	ea.	.50
Operating Fork Pull Springs #2734A	ea.	.50
Reel Operating Lever Springs #3243	ea.	.50
Long Escalator Springs #2728A	ea.	.50
Lower Operating Fork Springs #2737	ea.	.50
Knee Action Lever Springs	ea.	.50
Coin Detector Lever Springs #2726	ea.	.50
Stop Lever Springs	ea.	.25
Payout Lever Springs	ea.	.25
Slide Springs	ea.	.25
Master Slide Springs	ea.	.50
Operating Lever Springs No. 2896A	ea.	.65

REELS

Reels	ea.	$ 2.50
Payout Discs (S.P. Two Cherry Pay)	set	7.50
Payout Discs (C.H. One Cherry Pay)	set	7.50
Payout Discs (356# Five Lemon)	set	7.50
Complete Reel Assemblies with Strips (S.P. 2 Cherry)	ea.	19.95
Complete Reel Assemblies with Strips (C.H. 1 Cherry)	ea.	19.95
Complete Reel Assemblies with Strips (356# 5 Lemon)	ea.	19.95
Payout Discs #356 Five Lemon	ea.	2.50
Payout Discs S.P. 1	ea.	2.50
Payout Discs S.P. 2	ea.	2.50
Payout Discs S.P. 3	ea.	2.50
Payout Discs C.H. 1	ea.	2.50
Payout Discs C.H. 2	ea.	2.50
Payout Discs C.H. 3	ea.	2.50
Star Wheels 20 Stop	ea.	1.00
Percentage Plugs for Payout Discs	ea.	.75
Knee Action Parts for Stop Levers	set	4.95

MECHANISM

Frame Assembly L.H. #2782	ea.	$ 5.95
Frame Assembly R.H. #2891B	ea.	6.95
Upper Payout Push Back Levers #2684A	ea.	2.50
Operating Fork Assemblies #2895	ea.	5.95
Disc Stop Lever Assembly #2797	ea.	1.45
Reel Brake Wires #155	ea.	.25
Reel Shafts	ea.	.95
Lower Coin Chute Assemblies #2783A	ea.	1.45
Check Tube Covers #2676	ea.	.95
Payout Slide Stop Fronts #3318	ea.	1.25
Operating Fork Bumper Assembly #2750	ea.	1.45
Check Tube Shutoff Levers #2788	ea.	1.95
Reel Timing Levers #2765	ea.	1.95
Clock Timing Levers #2753A	ea.	1.95
Payout Machine Base	ea.	5.95
Coin Advancing Bar Operating Levers #2624	ea.	2.95
Coin Detector Operating Levers #2899	ea.	1.95
Check Detector Operating Arms #2761	ea.	1.95
Operating Lever Lock Assemblies #3453	ea.	1.95
Check Detector Operating Arm Release Levers #2768	ea.	2.45
Anti Check Payout Base Assemblies #1830A	ea.	2.45
Main Operating Lever Retainer #2601	ea.	.75
Payout Slide Push Bar Assembly	ea.	1.75
Disc Stop Lever Support Assembly #2894	ea.	1.95
Lower Payout Lever Shields	ea.	1.45
Fan Stop Lever Assembly #2773	ea.	1.75
Jackpot Push Bars #2823	ea.	2.25

AWARD CARDS

Award Cards 3-5 Pay	ea.	$ .50
Award Cards 2-5 Pay (One Cherry)	ea.	.50
Award Cards (Q.T.)	ea.	.50
Award Cards 2-4 Pay (Stagger)	ea.	.50
Award Cards 3-5 Pay (Stagger)	ea.	.50
Award Cards 3-5 Pay (Stagger, Gold Award)	ea.	.50
Award Cards 3-5 Pay (Stagger, Extraordinary)	ea.	.50
Award Cards 3-5 Pay (Stagger, Extraordinary, G.A.)	ea.	.50
Award Cards 3-5 Pay (Stagger, Pace)	ea.	.50
Extraordinary Eagle Cards	ea.	.45
Oval Award Card Frames (Brown Front Type)	ea.	1.95
Square Award Card Frame (Blue Front Type)	ea.	1.95

SLIDES

5c Master Slides (2 Coin)	ea.	$ 4.95
10c Master Slides (2 Coin)	ea.	4.95
25c Master Slides (2 Coin)	ea.	4.95
10c Master Slides (3 Coin)	ea.	4.95
25c Master Slides (3 Coin)	ea.	4.95
5c Fourth Slides (4 Coin)	ea.	3.95
Payout Non-Beating Safety Slides	ea.	1.95
Sets 5c Slides (Pay 3-5-10-4-18-20)	set	22.50
5c Slide Covers	ea.	3.50
25c Slide Covers	ea.	4.50
5c payout Tubes	ea.	2.50
10c Payout Tubes	ea.	2.50
25c Payout Tubes	ea.	2.50
5c Payout Tubes and Hoppers Complete	ea.	4.95
10c Payout Tubes and Hoppers Complete	ea.	4.95
25c Payout Tubes and Hoppers Complete	ea.	4.95

REEL STRIPS

Reel Strips (S.P. 2 Cherry Pay)	set	$ .90
Reel Strips (C.H. 1 Cherry Pay)	set	.90
Reel Strips (For Q.T.'s)	set	.90
Reel Strips (For Vest Pockets)	set	.90
Reel Strips (#356 5 Lemon)	ea.	.50
Reel Strips (#207 Gold Award)	set	1.50
Reel Strips (#207A Gold Award)	set	1.50
Reel Strips (#290 Gold Award)	set	1.50
Reel Strips (Jumbo Animal)	set	1.50
Reel Strips (Pace Bantam)	set	1.50
Reel Strips (Pace Comet)	set	1.50
Reel Strips (Melon Bell)	set	1.50
Reel Strips (#467, 10 Stop Type)	set	1.50
Reel Strips (Super Bell)	set	2.95

CLOCKS

Clocks (For Mills)	ea.	$19.90
Clocks (Mills—Exchange)	ea.	9.90
Clocks (Vest Pocket)	ea.	12.95
Large Clock Gears Complete	ea.	3.75
Idler Pinion Gears	ea.	3.25
Small Gears with Full Gear Shaft	ea.	3.25
Ratchet Post Gears	ea.	3.50

GLASS

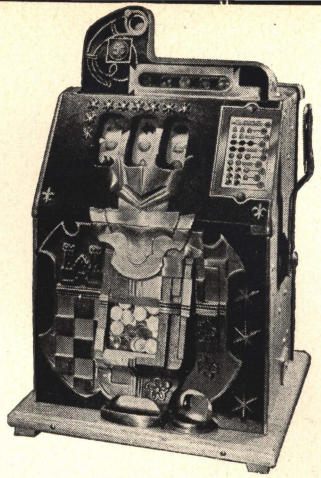
Jackpot Glass (Safety)	ea.	$ .95
Jackpot Glass (Wire Mesh)	ea.	.95
Jackpot Glass (For Q.T.)	ea.	.95
Reel Glass	ea.	.50
Escalator Glass	ea.	.50

CASE CABINET

Full Chromed Club Handles (Unbreakable)	ea.	$ 5.95
Tempered Steel Drill Proofing Two 6" x 8" pieces	set	2.45
Cabinet Bolts with Nuts	doz.	1.25
Gold Award Tokens	ea.	.75
Standard Mills Handles	ea.	.95
Handle Hubs	ea.	3.25
Cash Cans	ea.	1.95
Cash Box Doors	ea.	2.50
Jackpots 5c	ea.	17.50
Jackpots 25c	ea.	17.50
Jackpot Loading Chute Assemblies	ea.	1.45
Jackpot Spacers	ea.	1.00
Jackpot 25c Gates	ea.	2.50
Machine Bases	ea.	5.95
Pump Assemblies	ea.	3.95
Piston Operating Levers	ea.	1.95
Piston Operating Lever Supports	ea.	.95
Piston Operating Lever Links	ea.	.95
Reel Glass Frames	ea.	2.95
Escalator Glass Frames	ea.	.95
Handle Starting Lever Bracket Supports	ea.	4.95
Handle Starting Lever Assemblies	ea.	3.95
Cabinet Top Edge Plates	ea.	1.45
Slug Boxes	ea.	1.45
Mechanism Clamp Assemblies	ea.	1.95
Top Casting Locking Levers	ea.	2.45
Price Denomination Plates, 5c, 10c and 25c	ea.	.95
Jackpot Money Cups	ea.	3.25
Payoff Money Cups	ea.	3.25

ESCALATORS

5c Escalator Front Plates	ea.	$ 3.95



Escalator Slug Chute Covers	ea.	1.00
Coin Bar Release Lever Assemblies #2799	ea.	3.95

CASTINGS

Extraordinary Upper Castings	ea.	$18.50
Extraordinary Back Top Castings	ea.	9.95
Extraordinary Payout Cups	ea.	3.95
Brown Front Lower Castings	ea.	18.50
Brown Front Upper Castings	ea.	18.50
War Eagle Lower Castings	ea.	18.50
War Eagle Upper Castings	ea.	18.50
Blue Front Lower Castings	ea.	18.50
Roman Head Lower Castings	ea.	18.50
Roman Head Upper Castings	ea.	18.50
Cherry Bell Lower Castings	ea.	18.50
Cherry Bell Upper Castings	ea.	18.50
Futurity Lower Castings	ea.	18.50
Futurity Upper Castings	ea.	18.50
Futurity Back Top Castings	ea.	9.95
Chrome Jewels for Brown Fronts, Cherry Bells, etc.	ea.	4.95
Set Brown Front Upper, Lower & Back Casting, Chrome Jewel, Price Button, Award Card, Spoon Proofing. 5c, 10c, 25c or 50c	set	49.50
Set Upper & Lower War Eagle Castings, (Krackle-Brown & Orange Trim). 5c, 10c, 25c or 50c	set	28.50
Set Upper & Lower Roman Head Castings, Spoon Proof. (Krackle Blue & Red Trim). 5c to 50c Size	set	28.50
Set Upper & Lower Blue Front Castings (Krackle Blue & Trim). In either 5c, 10c, 25c or 50c	set	36.00
Set Cherry Bell Upper & Lower & Back Casting, Chrome Jewel, Award Card, Spoon Proofing. 5c, 10c, 25c & 50c	set	49.50
Back Top Castings for Blue Fronts, Brown Fronts, etc.	ea.	9.95
Set Skyscraper Castings (Krackle Blue & Red Trim) to revamp your Goosenecks	set	18.50
Spoon Proof Cups	ea.	1.95
Reserve Jackpot Inserts	ea.	2.45
Set Upper & Lower War Eagle Castings (Glitter-Gold). 5c, 10c, 25c & 50c	set	28.50

CONSOLES

Jumbo Parade Scavengers (#505A Replacement)	ea.	$ 3.95
Handles for Three Bells, Jumbos, etc.	ea.	3.95
Console Replacement High Heads 5c	ea.	5.95
Console Replacement High Heads 10c	ea.	5.95
Console Replacement High Heads 25c	ea.	5.95
Mills P.T. #3487 Solenoid Coil	ea.	4.95
Mills P.T. #3532 Solenoid Coil	ea.	5.25
Mills P.T. #3760 Solenoid Coil	ea.	5.25
Fibres for Three Bells, etc.	ea.	.55

MISCELLANEOUS

Coin Wrappers (5c Box of 1000)	ea.	$ .90
Pin Game Leg Levelers & Plates	ea.	.20
Leg Bolts	ea.	.05
Plastic Bumpers	ea.	.95
Transformers	ea.	5.00
Steel Balls	ea.	.25
Glass Balls	ea.	.15
Horse Separators (Prevents winner from repeating on Pace Races, etc.)	ea.	12.95
Top Plate Coin Drop Head (For Pace Races)	ea.	12.95
Dog Stops for Vest Pockets	ea.	.95
Rubber Plunger Tips for Pin Games	ea.	.05

WOOD CABINETS

Blue Front Type Cabinets (For Escalator Models)	ea.	$14.95
Extraordinary Type Cabinets	ea.	14.95
Cabinets for Chromes	ea.	17.45
Cabinets for Q.T.'s	ea.	12.95
Cabinets for Goosenecks	ea.	9.95

50c MACHINE PARTS

50c Price Denomination Buttons	ea.	$ 1.45
50c Tubes	ea.	2.50
50c Jackpot Loading Chutes	ea.	3.45

COIN MACHINE REVIEW
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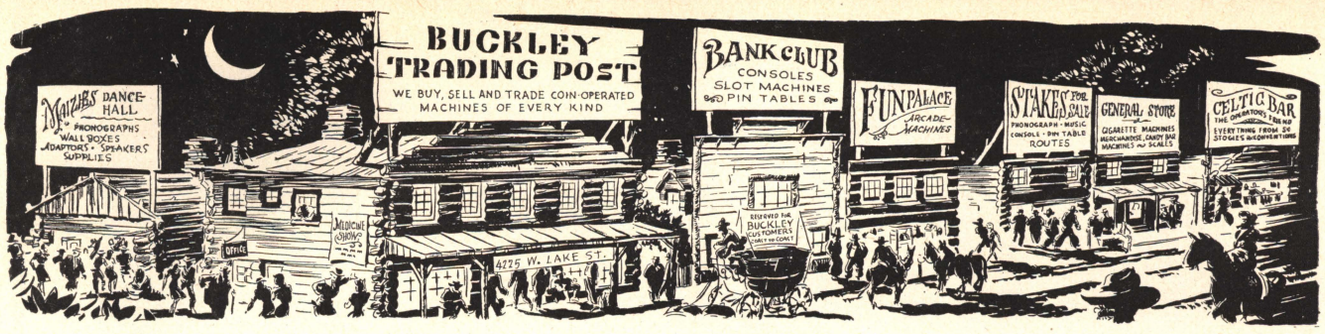
FOR APRIL 1945

EXPOSITION GAMES COMPANY

PHONE: WEST. 4036

989 GOLDEN GATE AVENUE • SAN FRANCISCO 2, CALIFORNIA



REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS

SEND US YOUR MACHINES

SLOT MACHINES FOR SALE

Mills 5c Blue Fronts	Mills 25c Brown Fronts	Watling 10c Roll-a-Top
Mills 10c Blue Fronts	Mills 5c Gold Chrome	Watling 25c Roll-a-Top
Mills 25c Blue Fronts	Mills 10c Gold Chrome	Jenn. 4 Star Chiefs, 5c
Mills 50c Blue Fronts	Mills 25c Gold Chrome	Jenn. 4 Star Chiefs, 10c
Mills 5c Brown Fronts	Mills 5c Vest Pocket Bell	Jenn. 4 Star Chiefs, 25c
Mills 10c Brown Fronts	Watling 5c Roll-a-Top	Safe Stand for Mills and Jennings Machines

Also complete line Jennings and Pace Machines. Write for Special Prices.

COIN MACHINE REVIEW
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FOR APRIL 1945

CONSOLES

Buckley Daily Double Track Odds. Write for Particulars and Prices.

Mills Jumbo, F.P.	$115.00	New Paces Reels, Sr.	$260.00
Mills Jumbo, P.O.	149.50	New Saratoga Sr.	260.00
Mills Jumbo (Comb.)	197.50	Paces Reels Jr.	175.00
Keeney Kentucky Club	90.00	Paces Saratoga	175.00
Keeney Skill Time	90.00	Paces Races, Red Arrow	267.50
Evans Bangtails, '40	227.50	Mills Four Bells	Write
New Saratoga Jr.	250.00	Jennings Fast Time, P.O.	152.50

All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

We Will Pay Cash For Your Machines Now

We are still optimistic about buying and selling machines—and we will pay top market prices. Send your complete list with your lowest price—now—before the whistle blows.

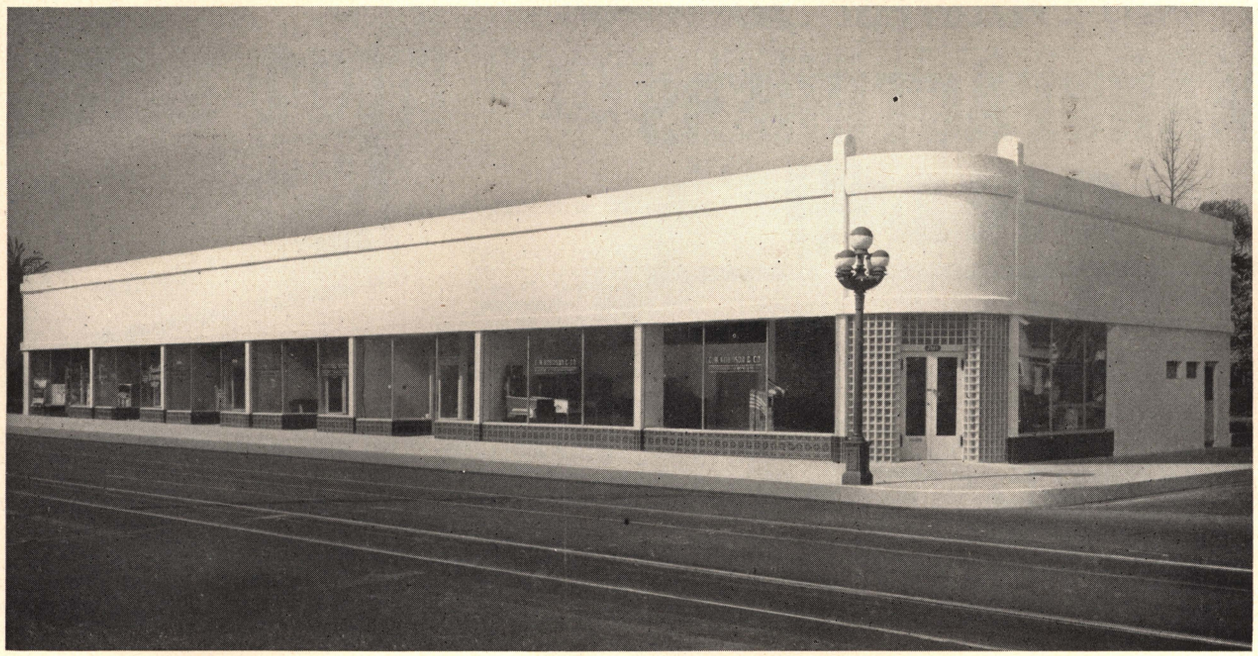
Satisfaction guaranteed when you buy from us or you may return the machines to us within 10 days after delivery and we will refund your money in full.

All Prices Subject to Prior Sale • Terms—Cash With Order

BACK THE ATTACK NOW . . . BUY MORE THAN BEFORE

BUCKLEY TRADING POST

4233 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6636



IF YOU CAN'T COME IN —

WRITE — WIRE or PHONE!

SALESBOARDS

5c-10c-25c-50c-$1.00 SIZES
Large Variety of
FAST MOVING BOARDS

●

MAIL AND PHONE ORDERS SHIPPED SAME DAY

BUCKLEY MUSIC SYSTEM

BOXES and PARTS

P.M. SPEAKERS and CABINETS
SEEBURG and WURLITZER BOXES

"DUO" LOCKS

FOR ALL GAMES AND PHONOGRAPHS

Stop key worries. Order your Registered Key Locks.
Only One key for ALL machines.

5 BALL PIN GAMES
1 BALL PIN GAMES
CONSOLES

EXPERT

AMPLIFIER REPAIRING

——HARD TO GET——

6SC7 TUBES

99 Tube Replacement for 30's

SLOTS and SLOT PARTS

DRILL PROOF SIDES
MILLS CASH BOX
CRYSTAL CLEAR NON-BREAKABLE
JACKPOT GLASS

We invite you to make our new building at Pico and Magnolia, in the heart of Coin Machine Row, your headquarters when in Los Angeles. You'll find every type of specialized service you desire and efficient and courteous artisans to assist on your every requirement.

C. A. ROBINSON & CO.

2301-03 West Pico Blvd., Los Angeles 6, Calif.

FEderal 1810

Of Interest To MANUFACTURERS ONLY!

AT the conclusion of the war, the West will see its greatest economic development. All learned minds are agreed that a tremendous future lies ahead for the Pacific slope. We subscribe to these beliefs and are planning today for a greater tomorrow in the jobbing and distributing of all types of vending machines, merchandise and service.

IN the years past R. A. Parina & Co. has proudly represented some of the finest manufacturers in the Industry. We intend to continue this representation in the future, but our plans for amplified service to operators in all parts of the West, will permit us to accept the representation of other manufacturers of non-conflicting lines. It is with these manufacturers that we would like to discuss the years ahead, the concrete plans we have for a solid performance in distributing vending devices and merchandise from strategically located branches in Western key cities.

IF you are quietly planning your post-war program . . . and if a recognized, competent, capable and splendidly financed distributing organization in the West fits into your picture, we shall be pleased to hear from you.

R. A. PARINA & COMPANY

156 Ninth Street San Francisco 3, Calif.
MArket 6292

THE COIN MACHINE REVIEW

APRIL, 1945

THE 141st CONSECUTIVE MONTHLY ISSUE

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Curfew Hits Operators

CHICAGO—In compliance with the orders of the Director of War Mobilization and Reconversion James F. Byrnes, the hundreds of thousands of electrically operated amusement machines throughout the nation fell under curfew regulations on February 26th. Least hit by the order were various types of vending and service devices, but such machines as automatic phonographs, bowling games, movie machines and pin ball machines were included in the midnight curfew regulations.

First reports from key cities indicated that the operators stood to lose a considerable slice of the bonanza grosses chalked up in the past war months but two weeks later the picture started to change. It was apparent that the population was adjusting itself to the new scheme of things and patronage of devices started on the upward swing again, and the belief is held that the coin machine operators will barely feel the monetary effects of the curfew in another two weeks. At least, this is the optimistic opinion of some of the larger operators in scattered key cities.

However, it stands to reason that some noticeable losses will be in evidence on top spots where automatic phonographs and amusement machines get a normal around-the-clock play. The curfew cannot help but clip a certain percentage of earnings from these devices.

Compliance of operators has been almost perfect and various associations have notified all members to see that all equipment is silenced or disconnected promptly at midnight regardless of the status of the location and its ability to remain open all night under certain curfew exceptions.

Call

DR. 3209

For Automatic Equipment, Parts and Supplies

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

Williams Gets War Job

CHICAGO—The fifth major contract for communications equipment in the past 16 months was awarded the Williams Manufacturing Co. the first week of March, according to an announcement by Harry Williams, president, and Al Silberman, head of the firm's radar and war production division.

The contract calls for radar and communications equipment for the U. S. Signal Corps and the Navy, and the firm is tooling up now to meet an early deadline for initial shipments.

Monopoly Bars New Match

WASHINGTON—Before the House Appropriations Committee on March 13th, Assistant Attorney General Wendell Berge, in charge of the anti-trust division, Department of Justice, charged that an "everlasting match" operated on the principle of a pencil, has been kept off the market by the match monopoly. "It would be capable of a number of strikes," reported Berge. "They have held patents on that for some years and kept it off the market."

(EDITOR'S NOTE: Following the first news story concerning the 1,000 strike match in THE REVIEW two months ago, we were beseiged with more than a hundred requests for more information. Many expressed a desire to become distributors and put up substantial amounts to sew up certain territories. At that time THE REVIEW wrote each enquirer informing them of the existing conditions. A report is now being prepared with the cooperation of governmental agencies in Washington and it will appear in a future issue.)

Mills Biz at 18 Million

CHICAGO—During 1944 the total sales volume of Mills Industries, Inc., reached $18,000,000, it was revealed at a meeting of the stockholders at which Herbert S. Mills was re-elected president of the corporation. All three Chicago plants, and the plant in Long Island City, N. Y., are devoted 100 percent to war production.

Other officers re-elected were: Hayden Mills, treasurer; D. W. Donohue, executive vice president; Gordon Mills, vice president; George Kasten, secretary and controller. Ralph J. Mills was elected chairman of the board.

* * *

Chivalry is the attitude of a man towards a strange woman.

Bad Calif. Bill

SACRAMENTO—Assemblyman Kilpatrick, Los Angeles, has introduced Assembly Bill 1982 which would add a section to the Alcoholic Beverage Control Act, to read: "No licensee shall conduct, or allow to be conducted, upon his premises any game of chance. The board shall forfeit the license of every licensee who violates the provisions of this section."

Passage would permit the Board of Equalization, as the enforcement agency, to decide what is, and what is not a game of chance and virtually control the operation of all types of amusement devices in establishments dispensing drinks.

Bill has been referred to Committee on Public Morals.

Panoram Takes Pictures

LOS ANGELES—In addition to showing pictures the Mills Panoram also "takes" pictures—at least one installed in the Susan Baby Studios in the Los Angeles area does.

John E. Reed, youthful head of the chain of studios specializing in photographing youngsters, found the Panoram a most effective aid in getting his young subjects into a natural mood, or pose. He rigged up a Panoram with a built-in camera and flood light attached; he starts a 3-minute short subject of a comedy nature or a Mickey Mouse subject, and when the youngster becomes completely engrossed in the picture being projected . . . WHAM, Reed has a true-to-life natural pose of the child.

A recent issue of *Life* devoted several pages to the success of the Susan Studios and two pictures showed Reed photographing a future taxpayer with the aid of a Panoram.

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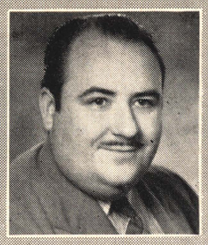

Trade Talk

by

PAUL W. BLACKFORD

Did you ever get a letter in your morning mail that sets your mind to thinking, and causes you to lay aside the rest of your letters until you've re-read it a few times and reasoned out the logic of the argument?

Well, I got such a letter a couple of days ago. No, it wasn't from a big name in the business. It was from the private secretary and office manager for one of the largest distributors in the business. It wasn't intended for publication. It was simply a friendly confidential letter but it contained one paragraph worthy of sharing. In due respect to the writer we shall not mention the name, but the views show the result of thoughtful study of our business, the men who are now a part of it, and the men who will constitute it in the years ahead. Read this:

"I feel badly, Paul, that I have not been able to write for some time, but my personal analysis of this coin machine business is that we will see a great many changes in the operation of coin machine equipment during this war period, as well as the post-war period. Quite a number of the operators have benefited by the fact that they have been able to continue using their old equipment and have accumulated sums of money and more or less have been thrown into an independent status which they have never enjoyed before. A good many of them have purchased real estate, both in cities and rural districts, and I personally believe that there will be a good many of the older faces missing when there is new merchandise to sell. In addition to this, quite a number of the boys now in the service have written to us evidencing their desire to get into the coin machine business when it is all over. A lot of this has been brought on by the fact that our boys in the outlying battle fronts have had no other form of amusement than the playing of coin controlled equipment. Take, for instance, the popularity of the automatic phonograph."

This is the sort of industry "revolution" which is in progress all over the nation. Last month I talked to one of the largest music operators in the West and when the subject drifted around to the "days to come" he quickly stated, "When this war is over the young lads can have it. There'll be a mad scramble for spots and certain privileged ones, financed by paternal jobbers and distributors, will connive to make it tough for some of us. I've made mine. I've invested wisely in real estate. I can sit back and enjoy the fruits of my labors. Why keep trying to plant new trees and fight the new crop of locusts?"

Isolated cases? No sir! Letters filtering into our offices from men in service show the interest these lads have in entering our industry, and the biggest majority of them enter subscriptions to get a primary schooling on just how we talk and act in the coin machine field. All of their specific questions are promptly answered by letter for we, as a publication serving every phase of this industry, have a vital stake in the men who will carry its banner in the years after victory.

* * *

Almost every month new appeals are forthcoming for support of one or more drives. This month we ask your consideration of the drive being made by the American Cancer Society—a drive most worthy of your support.

Never before have we been so aware of the life saving power of scientific research. Out of the laboratories and on to the firing line where millions of our young men are risking their lives, have gone sulfa drugs, penicillin, dried blood plasma. From the past we can take the names of killers conquered by science—yellow fever, small pox, diphtheria, typhoid.

Today research against cancer stands on the threshold of new and great advances. It has already given us ways of producing and of controlling the production of the disease in laboratory animals. It has begun to give us knowledge of how cancer cells differ from normal cells.

But cancer research needs financial support. It must be given the material aid and security to make it efficient and increasingly powerful. Few as yet realize the nature of the emergency which cancer presents. There are 17 million living Americans who will die of cancer unless something is done. There are at least five and a half million of them who can be saved from cancer by simple, direct means.

Education alone can save millions of lives even if research does not advance. No one can afford to be too busy to neglect this challenge. It is a choice between intelligent protection of yourself and those you love on the one hand, and ignorant risk of health, happiness and perhaps life itself, on the other. Turn to the message in a full page in this issue, clip the coupon, send along what you feel you can, and make sure you identify yourself with our industry.

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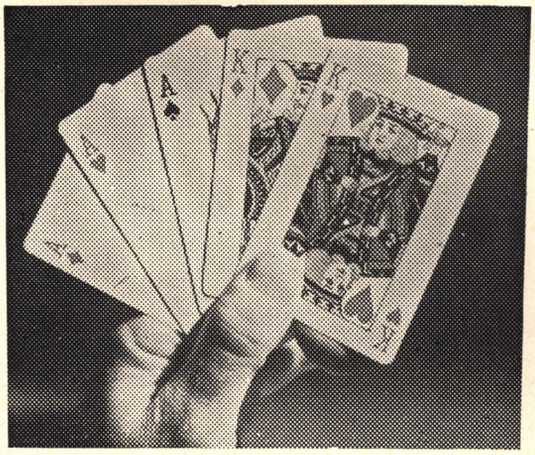

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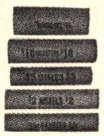

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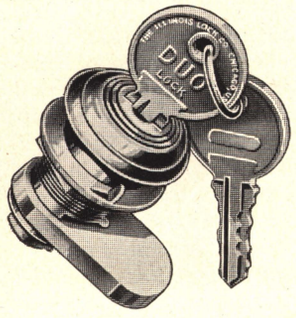

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COIN MACHINE REVIEW
11
FOR APRIL 1945

Mint Has Coin Record

WASHINGTON—In addition to turning out 800,000,000 coins for more than a score of foreign countries, the United States Mint produced the record number of 2,844,000,000 American coins last year, in comparison with 2,036,000,000 in 1943.

Coins for France were produced by the Mint from melted-down shell cases, while American experts drew designs, made dies, and cast the coins for a new monetary system for Ethiopia. The Mint turned out copper kroners for Greenland and silver riyals with a design of intricate tracings for Saudi Arabia. Foreign orders are filled at cost by the Mint.

The total of domestic coins produced in 1944 included 2,149,000,000 pennies. Laid edge to edge, these coins would span the continent from New York to San Francisco ten times, with enough left over for two strings between Chicago and San Antonio.

Because more coins of larger denominations were made in 1943, that year's face value total of $136,000,000 exceeds that of 1944 by $15,000,000.

Slot Losses Recoverable

ST. PAUL, Minn.—A loser may sue to recover his losses in a slot machine, according to a recent decision handed down by the Supreme Court of Minnesota. The ruling was announced in a suit in which a confessed embezzler of over $20,000 declared he'd put most of the amount unsuccessfully into slot machines of an American Legion post in Albert Lea, whom he was suing for recovery.

"Statutes authorizing the loser at gambling to recover his losses from the winner and those making gambling an offense," said Justice Harry H. Peterson, "should be taken together as designed to suppress gambling as a public evil . . .

"The machine is the owner's robot or mechanical gambler, which not only accepts the bets of all comers but decides them also. It is . . . a device or contrivance to determine as between the player and the keeper of the machine 'who wins or loses his money on a contest of chance.' Consequently, slot machines are universally regarded as gambling devices."

Soundies Devises Plan

CHICAGO—In cooperation with the Government's program to conserve 35mm film stock, Soundies Distributing Corp. of America has announced a program of release of aptly termed "Victory Programs."

Every other week the firm is releasing an 8-subject reel consisting of seven pictures selected from Soundies library of more than 1,500 subjects, and one new film featuring colored talent.

On the alternate weeks a regular program, made up of eight brand new pictures, will be released. In making the announcement, Soundies said that under this plan is sure it can continue indefinitely to release a program each week.

Film shortages are most acute in providing additional prints of 35mm subjects already shot and recorded. Recent quota clips on raw stock by the WLB in favor of heavy military needs do not affect program reels already assembled and printed for distribution.

Merrick With Micon

LOS ANGELES — Jack Merrick has joined Leonard Micon's Pacific Coast Distributors, as shop repairman.

The "ACE" of All Locks
Chicago "ACE" Lock

—because it represents the "ACE" development in lock and key construction

Investigate — ask your Jobber — and remember, there's a CHICAGO Lock for every need . . . and . . . all CHICAGO Locks assure . . . "UTMOST PROTECTION."

SORRY— but for the duration we can only partially fill civilian orders on Priority Rating Basis.

Famous "ACE" Round Key

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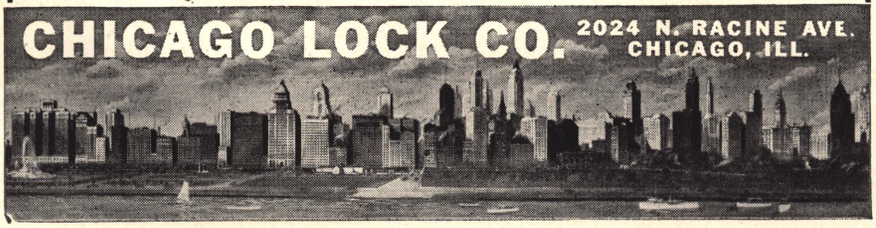

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Circumventing the Child Problem and Building Goodwill for Your Arcade

by FRED McKEE

Western Representative, International Mutoscope Corp.

PUBLIC confidence and good will. This is perhaps one of the most difficult problems facing the Coin Machine Industry today, and the Arcade operator in particular. Yet it is an easy goal to attain if we will follow the rules of the game as laid down by our own knowledge of common decency and respect for the happiness of others.

The Arcade owner must at all times bend a little backwards to attain these ends. He must take care that he does not display or offer for sale in his Arcade anything of an immoral or suggestive nature. He should select his equipment on a basis of giving clean, wholesome amusement.

Here in Los Angeles the Arcade operator is faced with a ban on so-called "Peep Show" machines because some of us got over the border line. The care in the selection of film and the voluntary asking for police censorship of all material used, will prevent unfavorable publicity and the loss of a good deal of revenue.

No doubt the matter concerning the machines themselves will be adjusted shortly. But we have lost a great deal of the Public "good will" for both ourselves and the Coin Machine Industry as a whole. With Hollywood used as a focal point, sensation sheets could make a terrific story of this mess for the whole nation to read.

Since the coin-operated movie business is going to become a real factor in Post-War years, I suggest that the Manufacturers Association set up a Board of Censorship for all film used by the Industry. This would protect all concerned.

And may I suggest to you, Mr. Operator and you, Mr. Arcade Operator . . . look twice before putting any film or peep show on exhibit. If your blood pressure would rise seeing your 14-year-old son avidly viewing it . . . take it off your machines. If you don't you're making home problems for parents and a tough problem for yourself just around the corner.

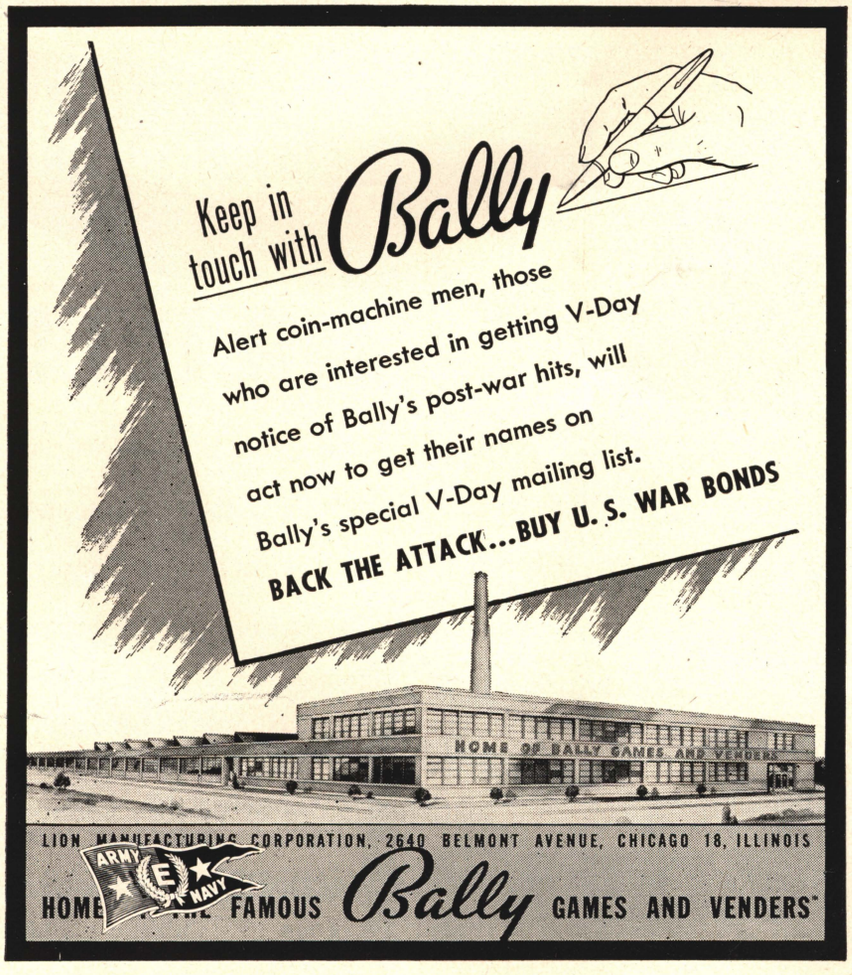
Make your Arcade a place where ALL the people of your section will want to come. . . . A place where parents will allow their children to come with a feeling of confidence. Cultivate the best element of your section by keeping the premises brightly lighted and try to arrange the center section of your floor so that a full view to the back can be had from the street. Your place should be as clean as possible at all times, especially the lavatories. Watch for perverts, sporting girls and undesirable characters that will try and make your place their hang-out.

Be a good "greeter" and mingle with your customers, helping them if they are having difficulty operating a machine or not getting the maximum of pleasure from it. Don't argue with a customer when he claims he has lost his coin or cause him to feel like a chump when you adjust the matter. Make him feel kindly toward you and your business by putting him at his ease and letting him know you're glad he came in. He'll come again and bring others. Pay especial attention to unescorted girls and women and see that they are not molested by mashers or otherwise disturbed while in your place. Let these women know that your Arcade is operated in such a manner that it is a healthy, safe place for them and their children.

Speaking of children . . . I wonder how many of you fellows in this business have ever heard of the Big Brother movement or know of the real need for more men like

TURN PAGE

Fred McKee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ourselves in the Boy Scout effort. Inquire into these activities in your community and get in these movements either through your Lodge or by direct contact. I assure you that if you do this you will find a great source of pleasure for yourself and will have a better understanding of the obligation that we, as Arcade owners, have to the whole Nation.

The Arcade, wherever it is placed, is at all times a magnet that will draw the children from a wide area surrounding it. Whether it is a wholesome spot for these youngsters to congregate or possessive of the worst of influences depends directly on you and your attitude toward them. We do not permit children in our Arcade during school hours on school days or children under 18 to remain in the Arcade after 9 at night. Since we are near a large school we do not permit them in the Arcade during the noon hour because they might spend their lunch money with us instead of for the food they need.

Bear in mind at all times, whether we are operating Bell machines, Pin Games or Arcades, the solution to our problems is common decency and respect for the other fellow's peace of mind and happiness. You can't blame the authorities for things you bring on yourself. It has been my experience in dealing with the Policing Authorities in connection with the Coin Machine Business in many sections of the country, that they are as a whole anxious to protect your interests with the same tolerance they do any other legitimate merchant. That is, if you show them the respect due them by conducting your business affairs so they are not constantly being made the goat of your greed. For example: Go the limit in your operations and then go over and sit in the Chief's office at the Police Station and watch him slowly go nuts. My advice is to cooperate with the policing officials of your community by asking their advice as to what you operate and making certain in your own mind that what you ask will not put him on the spot.

As coin machine men we are dealing with the General Public and it's the General Public that either puts thumbs down on our activities or gives us the green light. Our business must be conducted in the full light where everyone can see it. As you know there are groups in every community that make it a point to look at our business with a jaundiced eye and if we give them a leg to stand on they will use the Coin Machine Industry as the brunt for every reform flare-up.

In closing let me state again . . . Keep your operation clean by your own standards of decency, strive to make better citizens of the children that you contact in your place of business and treat them as you would have others treat your children. Offer some of your time and self to your community and its many civic activities. You will be welcome, I assure you. Be sure you're right and the whole town will back you up with their business and their good will.

BIG Postwar Plans Ahead
at A.B.T.!
No peeking—much as we would like to tell you of our postwar plans, we can't open our doors yet. However, we assure you that A.B.T.'s postwar products will maintain the high quality standards of A.B.T. and bring you greater profits and satisfaction after victory is ours.
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715-723 North Kedzie Avenue • Chicago 12, Illinois

Walbox in Own Bldg.

DALLAS—Collis Irby and his Walbox Sales Co. are now comfortably situated in their own three story building at the corner of Young and Browder in Dallas. Building has been completely remodeled and refinished to suit the requirements of Walbox Sales and now sparkles as one of the finest jobbing and distributing showrooms and warehouses in the Southwest.

New building has 100 foot frontage on Young Street and a depth of 200 feet. Capitol Records occupies a one story section under lease. On the first floor Irby has grouped the showrooms and offices. Mr. and Mrs. Earl Reynolds, Irby associates, occupy offices here along with Carver Sound Equipment Co., an Irby subsidiary. The shop and parts department is in the rear with its own entrance on the side street.

On the second floor Irby has provided for beautifully furnished offices for himself and staff. Balance of the floor, as well as the third floor, are used for the service department and storage. A freight elevator which can take care of a five-ton truck services the establishment and an intercommunicating system keeps all departments at finger tip.

Buy Historic Landmark

SANTA BARBARA, Calif.—Ollie and Fred Trevillian, local operators for many years, have purchased the historic El Paseo, one of California's famous landmarks, for $300,000 in one of the largest realty transactions ever consummated by coin machine operators in the West.

El Paseo covers a city block and consists of 40 retail shops. The land was originally a Spanish land grant to the De La Guerra family and the first El Paseo was started back in 1826. Among the retail establishments is the world famous Del Paseo restaurant.

Ollie and Fred have operated automatic music, wired music, cigarette machines and various types of amusement devices here for years past. Fred also has interests in the Hawaiian Islands and spends considerable time there, while Ollie attends to the local operations of the concern.

Instead of Varnish

WASHINGTON, D. C.—A new varnish-like preparation that withstands heat up to 400 degrees and the action of alcohol, gasoline and other chemicals, has been developed by U. S. Department of Agriculture researchers from sugar and starch by-products of farm crops.

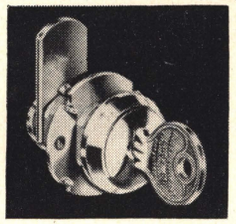
Identified as "allyl starch," the new coating can be applied to wood, metal, paper, glass, cloth, plastic and other surfaces, with transparency, high gloss, and adequate flexibility, according to its developers.

SECURITY AS FURNISHED IN 1938

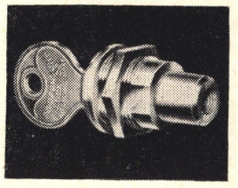
Who COPS the CASH?

. . . the pilferer with his pick—or the authorized collector with his key? That depends on the lock on the machine. If it's an ILCO Lock, you can bank on the operator to bank the money.

These improved locks are designed to keep out tamperers and they're mighty hard to force. But the collector has no trouble, for they are smooth working, dependable, built for extra service. ILCO Locks are good assets on any coin game or vending machine. Install ILCO Locks and your worries are over.



No. 4080N—HERCU-LOCK — maximum pick-resisting design. "Shark Tooth" keyway. Double sided key with shoulder. Extra heavy spur washer, retaining screw and key. Cam movement 90 .



No. 4036F—Coin Machine Lock. 5 disc-tumbler, with tapped hole in plug. Unlocks by turning key five to ten complete turns, therefore must be picked ten to twenty times in order to open without key.

ILCO

INDEPENDENT LOCK CO. Fitchburg Massachusetts

AND IN 1945

You and we are up to our necks in war work and neither of us will quit until Victory is assured on *all* fronts.

One of these is the Home Front, where business must be ready to take up the slack as fast as Uncle Sam lets go.

Your business will boom, and we aim to be ready to help you — with a line of coin machine locks that were leaders in 1938 and will again lead in 194X

C-3

READY FOR YOU AFTER VICTORY

ARMY E NAVY

This Production Award Pennant now carries Three Stars

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EVANS' SUPER DELUXE RACES

Streamlined! **New Coin Head!**
50 Other New Features!

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Baltimore

BALTIMORE, Md.—The Free State Distributing Company, of which Louis Linden is president, has expanded operation to include the sale of records, appliances, radios and television.

Linden, who formerly had been associated with the coin machine distributing field in New York and nearby coin machine distributing fields before locating in Baltimore about three years ago, has taken cognizance of the trends in the coin machine business, and has entered the record producing field. He has made arrangements with the American Federation of Musicians, and is now having records made by a well known record manufacturer, who presses the records, under his own serial number. He is licensed by the Petrillo (AFM) organization, and has affiliated himself with other necessary agencies for the production and distribution of the records. These records are sold through his North Gay street establishment. It is planned to open several other similar establishments in this city, and possibly one in another city.

Irving Levy, president of the Giant Sales and Vending Co., for many years operating both candy and cigarette vending machines in theatres and other locations, and more recently in war plants, recently experienced the misfortune of having the plant which furnished him with potato chips for his concession operations destroyed by fire, and he has found it necessary to seek a new factory to furnish him with this merchandise.

Levy has just completed a business trip to New York and other markets on the Eastern seaboard, in his search for new items suitable in his operations.

Roy McGinnis, prominent and well-known coin machine distributor in this market, has just returned from a business trip to Florida, and while there he disposed of his operations in that State by selling his interest in the business of the S. & S. Amusement Co., at Miami, Fla., to George Turner. This is but one of the various coin machine interests held by McGinnis in a number of States. He recently also sold his arcade business in Quantico, Va. McGinnis plans again to make another business trip to Miami.

McGinnis is in partnership with Max Lesnick in the coin machine distributing operation operated under the trade name of the Baltimore Musical Co., which was organized about a year ago. Lesnick had formerly been associated with the coin machine business in this and other markets, prior to his association with McGinnis. The firm was organized primarily for distribution of music boxes.

Sol Silverman, for a number of years associated with coin machine and arcade operations, has joined with A. Crystal and formed the Senator Sales and Vending Machine Co., and opened for business at 629-31 North Howard street, where in addition to their coin machine operations, are giving their attention to servicing.

Due to the shortages on new coin machines, the new firm is giving attention to the sales and serving of various lines.

The Senator Sales and Vending Co, operates in the Recreation Center, one of the city's largest arcade operations. The concern has some 30 units alone on the main floor of the Recreation Center with others on the other floors and downstairs locations of this large bowling alley establishment.

John F. Ignace

WURLITZER AND SEEBURG PHONOGRAPH

MAIN GEARS

Write for Special Price
Quantity Prices on Request
GEARS FOR MILLS
1-2-3, Jumbo Parade

— SEE —

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico **Los Angeles 15**

There is no substitute for Quality

Quality Products Will Last for the Duration

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OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

From Slots To Scales in Thirty-Four Years of Operating

by L. H. STARK

of Ideal Weighing Machine Company

THOSE of you who read the article by Rudy Vogt in the March REVIEW will remember his mention of running into some competition in operating slot machines in San Jose. Well, I'm the fellow who was led a merry chase by Rudy for nine months in that California Town!

Let me tell you, Rudy Vogt is a great guy. I thought so then, as I do now. And during the years I have been in the coin machine business I have met up with a lot of other men who have proven to be good friends, whether the going was tough or easy—O. A. Williams, B. O. Frazier, J. J. Gans, Bob Gans, Charley Fey, Frank O'Brien, Carol Dunn, George Culver, M. Brunetti and many others. It's been a long road with many bright spots along the way.

I guess my story begins sometime back in 1911 and 1912 when I came out from the East and landed on the Coast broke (well, not quite; I had about $3.50 left). I went on the road out of Portland selling punch boards for the Silver King Novelty Co. Silver King, headed by O. A. Williams, was just about the largest operating outfit in the United States at that time, covering the country from coast to coast and border to border, with headquarters in Indianapolis. I got something like $7.50 for every board I put out, and on my best day I placed 30. I averaged anywhere from $500 to $1000 a month on the boards. That's where I first knew B. O. Frazier, who was then a prominent Pacific Coast punchboard operator and close friend of J. J. Gans, Bob's brother. I can say this about Frazier: "He was a good fellow and a mighty tough competitor."

In 1913 I drifted down to Long Beach and started soliciting orders for slot machines. I had to get a $20 deposit on each machine ordered, and it was certainly an easy job. Twenty-dollar gold pieces were plentiful in those days and most of my deposits came in that form. I got quite interested in this line and in 1914 I bought my first slots, 10 Mills machines.

One of the most vivid memories of these times was when I opened Venice in 1915. This California beach resort, patterned after the Italian City with dirty canals and all, had never heard of the machines before and gave them a big play.

After a very good run in Venice I moved into Los Angeles and enjoyed a satisfactory nine months of it before being closed out. It amuses me to recall how the banks began to run short of nickels soon after I set out my machines in Los Angeles. They couldn't figure out at first where all the nickels were going. Finally they traced them to the machines. After that the banks frequently sent out carts to get the nickels I had collected from the machines.

From Los Angeles I went back to Portland for a while and then, in 1916, decided to try Los Angeles again, using machines equipped with the gum vendor. I decided the best way to open L. A. was to get an injunction, so I went to Guy Eddie, city attorney. Eddie called in the license commissioner and asked him to issue licenses for my machines. When the inspector balked, saying the machines were illegal, Eddie said: "Why you know these aren't gambling machines, they're meant to sell gum." Anyway, I got a 30-day injunction and ran for 60 days on it before being closed out again.

That's the way it went for several years, during which I operated in San Francisco, Sacramento, San Jose, San Diego and various parts of Los Angeles county. In some places I occasionally bumped into Rudy Vogt or Bob Gans, but there wasn't any need to buck competition because there was plenty of room for all of us. When I hit town I left no room for competition. In San Jose, for instance, there were spots for about 30 machines, but I put out 120 and really covered the place. Rudy and I had a mild set-to in Sacramento and when the police closed me out I left the place to Rudy. That's the way it was most of the time; we usually steered clear of the other's spots. Well, Charley, who made the first bell machine "way back when," also made dime slots for me. At least Frank O'Brien, Charley's right-hand man and mechanic, made 'em.

I continued to operate under the name of the Ideal Supply Co. until around 1924, when I hooked up with National Cash Registers. This was an interesting business but it lacked the fascination to which I had been accustomed, so I disposed of my $30,000 stock to get into the line which I have stuck to since—weighing machines.

Embarking in this field, I purchased two carloads of Watling springless scales and one carload of Jennings scales. With this as a nucleus, I built up a large business that extended all over the Coast. At one time I operated more than 1000 weighing machines, and my operations included Oregon, Washington, Northern California, Arizona, Texas and Colorado.

Personally, I think the scale operating business is the steadiest of any branch of the coin machine industry—year in and year out. I have watched the varying trends of different types of scales, and I believe that the models that made the biggest increase in income as they were introduced to the public were the ticket scales, the big-headed Watlings and the present highly-popular small scale.

As for steadiness of income, I might cite from my own experience. The business I built up in three or four years with three carloads of weighing machines as a start was sold for $129,000 in 1929. I had been studying the field closely and wanted to dispose of my operating interests in order to develop the new trend I had foreseen. Those who acquired my business were Carol Dunn of the Coast Scale Corp., Jacob Schanke of the Reliable Weighing Machine Co. of Seattle, George Culver of the Unique Weighing Machine Co. of Calexico, and M. Brunetti of Los Angeles.

The best location I ever had was the May Co. in Los Angeles, a spot that earned as high as $130 a month. The National Dollar Stores also were very good locations. But the problem that constantly was presenting itself was this: The big scales were taking up too much room as floor space became more valuable, and due to their large size they often hid from view much of the merchandise which the various store locations had on display.

In 1929, therefore, I designed a scale on modern lines that would be small and attractive for any location and at the same time accurate to conform with the public's demand to know the correct weight. I formed the Ideal Weighing Machine Co. to manufacture this scale and its use all over the United States and in many foreign countries has borne out the idea I first had in mind—that there was a need for a scale that attracts without being in the way, and registers correct weight.

Yes, the coin machine industry is a great field, and its underlying principles are the same whether your equipment takes in big coins or small ones. The thing I like best about it is the fellows one meets in this business, and I certainly look forward to the post-war years.

Profit from the World's Largest Business

Shipman's Coin-Operated Postage Stamp Dispensers

We Have Them in Stock—$29.50

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

MILLS 4-BELLS

Thoroughly Renovated and Now Known As—

THE MAY-BELL

You Take No Risk on Our 15-Day Free Trial!

Service calls practically eliminated . . . Any combination play desired from 5c to 50c. Special Orange—Plum—Bell and Bar. Rapid-fire action on OUR CASH PAYOUT!

Exclusive Agents For BALLY Parts, Service and Repairs

OUR SPECIALTY—Game Renovating and Repairing

SAM MAY INDUSTRIES

2000 N. Oakley Avenue Chicago 47, Ill.

BUG BILL: $40,000,000!

Disease-carrying insects—mosquitoes, fleas, lice, ticks—have killed or disabled more American fighting men than many a hard-fought battle.

But today, men in the tropical theaters especially are better protected against these killers than ever before—thanks to amazing new discoveries like DDT.

Spray DDT on a screen—and a fly that walks on that screen *three months later* dies.

Or take "Aerosol"—a new way of releasing pyrethrum in a gas. One small drop of pyrethrum, when released by means of an aerosol, will kill every "skeeter" in a room 12 x 12 x 7 in *one minute!*

Now the DDT and aerosols are some of the thousand and one things—in *addition* to the obvious items like guns, tanks, planes, and ships—that are needed to fight the world's biggest and toughest war, and which make this war so terrifically expensive.

They're going to spend part of your War Bond money in 1945 for DDT—and other insect killers—some **$40,000,000.**

That money will save American lives and help shorten the war. It would be a darn good investment even if we never got a cent of it back. But we *will* get it back—and get *more* money with it.

Under those circumstances, War Bonds have a mighty strong claim on every dollar you don't have to spend for actual necessities.

Maybe you could find enough of those dollars to buy an extra Bond—today.

War Bonds . . . . . To Have and To Hold!

BUY MORE THAN BEFORE - - - BUY A BOND TODAY!

THIS MESSAGE IS THE PATRIOTIC CONTRIBUTION OF THE FOLLOWING FACTORS IN THE COIN MACHINE INDUSTRY

COIN MACHINE SERVICE
(R. E. Reeder)
1070 Thompson Ave., Glendale 1, Calif.
Tele: CItrus 3-3721

H. R. GRAHAM
Slot Machine Specialist. Repair Work Conscientiously Done.
1212 East Colorado Blvd. (Rear Entrance) Glendale 5, Calif.
Tele: CItrus 1-1093

EXPOSITION GAMES COMPANY
Specializing in Slot Parts for Operators
989 Golden Gate Avenue, San Francisco 2, Calif.
Phone: West. 9968

E. C. McNEIL
Western Representative for
National Cigarette and Candy Machines
713 S. Westmoreland, Los Angeles 5, Calif.

WOLF SALES COMPANY
Exclusive Wurlitzer Distributors for Colo., Wyo., Utah, Ariz., N. Mex., Eastern Idaho
1932-4 Broadway, Denver 2, Colorado

ZEIGLER INSURANCE AGENCY, Inc.
Insurance Specialists to the Coin Machine Industry
541 South Spring St., Los Angeles 13, Calif.
MIchigan 0961

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Candy Outlook—Present and Future

A Few Suggestions for Operators

by GEORGE F. EBY

of Pan Confections, Chicago, Illinois

THE present outlook for candy is none too bright. There are several contributing factors responsible for this condition, but foremost is the tightening up of available sugar supplies resulting in the reduction of ten per cent in the sugar quota of all candy factories.

Another important stumbling block is the manpower shortage and now, because the industry is classed as non-essential, factories must reduce their male help by ten per cent of what it was on April 1, 1944. The fact that a large part of the candy made today is going overseas seems to make no difference to the government. We, in the business, of course, realize that a line must be drawn somewhere, but it is unfortunate that the candy industry falls on the wrong side of the line, even though we are normally classed as a food industry.

However, there is a compensating factor in the over-all picture. The civilian supply of candy will be only twelve per cent less in 1945 than it was in 1944. This will mean that our armed forces will receive a much larger portion than they did in 1943 and 1944, so let's not complain—they deserve it!

At present about eighty-five to ninety per cent of the candy production on the West Coast is going to the Navy, while the Midwest is supplying the Army with its needs. Government purchases are constantly increasing and, as our armed forces increase, so will the demand increase on the candy supply.

The candy industry has really done a bang-up job by producing a little less than three billion pounds of candy in 1944, and hopes to do equally as well in 1945, and with less help.

What has the war done to candy itself? To begin with, many of the old flavors and some colors have vanished from the market, but the lack of them has resulted in the appearance and use of substitutes that are almost as good as the old standbys. Some operations in the refinement of candy have been eliminated by necessity, and now and then will be found an odd shaped piece in an otherwise perfect lot of bulk candy. This is where the war and manpower shortage manifest themselves, but when the war is over and labor is plentiful these odd shaped pieces will be eliminated and the old flavors and colors will return again.

Today the future of the candy vending business is brighter than at any time in its history. The 1c bulk vendors, as well as the 5c package vendors, have come into their own and practically every factory welcomes the operator of these devices with open arms because they know now that candy gives a quick energy pick-up that often increases production. For that reason operators will, in the future, have no trouble placing candy machines in industrial plants. . . . A tremendous national field that has

(See CANDY OUTLOOK, Page 26)

Half Billion Candy Production Record

NEW YORK—During 1944 the candy industry produced almost three billion pounds and stepped well into the half-billion dollar annual sales volume record. The record candy flow of 1944 represented a 15 percent increase over the all-time high of 2,561,000,000 pounds set in 1943—and it is expected this record production will be sustained during 1945 through increase in government buying. This prediction is made despite the cut in the sugar quota.

Recently in Baltimore, Philip P. Gott, president of the National Confectioners' Association, warned the candy industry not to expect any marked increase in the amount of candy that would be available once the war with Germany was over. Sugar allocations bordering upon shortages will continue to remain in effect, it was predicted, for even with the war's end, large numbers of men will continue to remain abroad and their demands will still have to be met.

As a war result, production of bar candy has risen steadily from 35 percent of the industry's total candy output in 1939 to 46 percent in 1943. Annual per capita candy consumption in the United States was 13 pounds in 1932; 15 pounds in 1938 and 19 pounds in a survey made last year. Candy consumption by the armed forces is about three times normal civilian rate.

Candy at 5,000 Feet

WASHINGTON—While civilians may hanker for chocolate bars, gum, and chocolate-coated peanuts, they might recall that these American delicacies have gone to war. How?

The War Department reveals "in a new four-ounce package of food for fliers." They need a quick release of energy to suddenly mount 5,000 or more feet into the sky. This ration is made to add that much to their ceiling before they have to don the oxygen mask. It's now supplied to all fliers with missions of three hours or more and can be opened with one heavily mittened hand. The red, white and blue box fairly feeds its contents into the mouth of the pilot.

New Gum Firm

BOSTON—A new chewing gum firm headed by Herman K. Hart has opened offices here under the name of Hart Gum Co. Firm plans to specialize in premium candy-coated ball gum.

Hart was formerly with the Ford Gum and Machine Co. of Lockport, New York.

* * *

A good listener is not only universally popular but after a while he knows something.

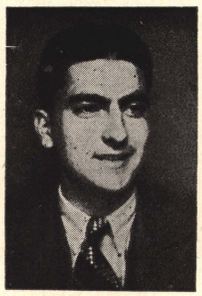
A Rose Is A Rose! . . . Is A Rose?

A florist who tried to give a customer some extra service, almost succeeded in breaking up a romance. A paratrooper in the 137th Division thought it would be a wonderful idea to send roses to his fiancee on her birthday—one for each year. He sent the order to his hometown florist, with a card saying, "One rose for each precious year of your life." Seeing the order but not the card, the florist remarked to his assistant: "He was always a good customer—so let's throw in an extra dozen roses."

We feel like that when an old customer writes in for new parts to keep his vendors operating . . . but alas, we don't have the stocks to make it possible. We do try, however, to provide critically needed parts if we have, or can possibly obtain them. Your future is our future . . . and we must work together until normalcy returns. We'll try to be of service—won't you write us YOUR needs?

Viking Specialty Company

530 GOLDEN GATE AVENUE SAN FRANCISCO 2, CALIFORNIA



Despite War Karnofsky Finds Seattle Canteeners Still "Can Do!"

by LOUIS KARNOFSKY

THE telephone at the Canteen Company of Washington's Seattle branch jingle-jangled a recent afternoon ago, and the clerk paused in his penmanship to give it the ear.

"Look," a disgruntled voice growled, "I'm down at the .... plant and I just put three nickels into your machine. I didn't get any candy and I didn't get my money back. You owe me 15c and I aim to get it! Just because there's a war on is no excuse to gyp the public, see?"

This was it: the match that should have lit the fuse, the spark flashing in the pool of oil. This was the slap in the face that should have aroused biting invective from the industry so gallantly trying to serve in the most trying times of its career without recourse to a single crying towel or without currying any special favors.

Under the circumstances, the clerk would have been wholly justified if he had answered something like this: "Mister, we not only know there's a war on, but we've supplied navy ships' stores and army PXs when the army and navy couldn't get merchandise themselves; we've installed vendors in tents and barracks which didn't have sufficient personnel to warrant a post exchange. You've shown yourself so poorly misinformed about us that I'm going to give you a few facts.

"We're not granted priorities of any kind. This means that the only candy, gum or nuts we are able to procure is what remains after the manufacturers have filled army-navy orders.

"There are a lot of people—and you might be one of them—who think we're running a get-rich-quick business, and after you've seen hundreds of nickels and pennies slipped into our coin chutes, you're probably mis-convinced.

"You've heard of taxes, haven't you? Well, for every gross dollar received, 3¼ cents is absorbed by state sales tax, plus county property, city business, state and federal unemployment taxes and old age benefits; this in addition to the location's commission.

"We've got the most complete insurance coverage you ever saw; in some cases it blankets up to $300,000. And when we say complete coverage, that's exactly what we mean. If one of our drivers is involved in an accident, the driver, car, and all

(See "CAN DO" Page 25)

Candy Fund Over Subscribed

NEW YORK—The confectionery industry over-subscribed the half million dollar Council on Candy fund during 1944 by over $4,000, in the first half of the million dollar two year campaign to sell the nutritional value of candy.

This encouraging information was released by Theodore Stempfel, chairman of the Council on Candy of the National Confectioners' Association, who stated that every branch of the trade played its part in pushing the total to the goal for the first year. More than 2,500 individual subscriptions were received.

Second year campaign is already underway and the first ads for March and April will appear in four colors in a long list of Sunday newspapers and in two colors in the April issue of Cosmopolitan. Additional ads, all designed to gain national acceptance of candy by the public as a nutritional food product and the part candy is playing in the rations of our armed forces, are in preparation for May and June.

A separate campaign is being conducted by the Council in various publications covering the medical, dental, dietetic and home economics fields as part of its overall drive.

Earnings Reported

NEW YORK—William Wrigley Jr. Co., have reported consolidated net earnings in 1944 were $6,307,423, equal to $3.21 a capital share, compared with $6,768,731, or $3.44 a share, in 1943.

Hershey Chocolate Corp., reported 1944 net profit of $5,413,059, equal to $6.04 a share on the common stock, against $5,288,946, or $5.86 a share, in 1943.

The BIG Three

These Melster Bars have won their popularity through TASTE APPEAL! Available to the civilian trade in limited quantities only . . . the Boys and Girls in Service come FIRST.

MELSTER Candies

CAMBRIDGE WISCONSIN

Southwest Candy Men Preparing for Post-War Prosperity

THE current wartime restrictions and regulations on candy manufacturers, food processors and bottlers of carbonated drinks has left indelible impressions on operators of vending machines. According to W. C. Burk, new manager of Canteen Service, Dallas, some valuable lessons have stemmed from these wartime operations. One important lesson the war has brought to the vending field is cooperation. This cooperative spirit, heightened by war emergencies, has helped operators of this area to sometimes overcome shortages of materials and merchandise and to eliminate some of the "unfair practices" in the local vending field. Burk, who has been branch manager for Canteen Service in Philadelphia and Chicago, says that he finds a friendly and cooperative spirit among vending machine operators of the Southwestern territory that does not obtain in other sections of the country.

Faced with a continued critical shortage of candy, gum and beverages, Burk says his firm has cut down the number of its locations in order to maintain prompt and efficient service to the locations Canteen continues to serve in the Dallas and Ft. Worth area. To any but an experienced vender operator, such a policy might seem shortsighted. However, Burk states that "The better service rendered fewer satisfied customers" is already paying dividends. The keeping up of prompt service for vender routes, has not only kept owners of locations better satisfied, but has also improved the morale of vender personnel. When the war is over, Burk thinks this war time ingenuity and versatility can be extended and developed to improve other branches or departments of the vending industry.

As Burk views the future, a wide extension in the types of merchandise vended, and a much larger and more extensive use of venders is in the making for post-war vending operations. He reports that several new types of venders are now being perfected by his firm for its post-war developments. He predicts that these new machines will include new and improved types of candy and gum venders, better and more practical beverage and ice cream venders, as well as a sandwich vender that will serve them hot, tasty and toasted, right from the vender.

Candy manufacturers of Dallas are also turning their attention to the vender field for now and post-war development. Fisher Brown, a candy manufacturer of this city, has announced that he will manufacture a complete line of vender candies and processed nuts when the wartime restrictions are removed. Some of these Fisher Brown products are now being sold to vender operators. The Brown products include *Chef's Sweety Pye*, a peanut bar; *Chef's Delight*, fudge bar with nuts; *Chef's Jo Jo Bar*, a giant Fig Newton; *Chef's Little Colonel*, cream center pecan log; *Chef's Marine Lady*, a soft pecan chocolate fudge; *Chef's Salted Peanuts*, both Spanish and Virginia Jumbos, and *Chef's Jumbo Pecans*, choice paper shell pecan halves. All of these products will be manufactured and shipped in special 100 pack wrappings for vending machine operators. Bulk hard candies and salted peanuts for bulk will also be produced. Brown, who was a former coin machine distributor, says that his firm will also distribute vending machines when the winning of the war releases these machines for sale and distribution.

Brown points out that manufacturers and distributors of candy venders as well as other merchandise venders can well look to the Dallas market for post-war business. Mexico and other Latin American countries are sure to become excellent outlets for American venders and automatic equipment prepared for those markets. He believes that Dallas, with its tremendous new developments in air transportation and its proximity to Mexico, is due to develop into a major distribution center for sale and export of vender equipment for the South American market.

Frank W. Wood

Brother — —
You Said It
PAN
VENDING CANDIES TOPS THEM ALL FOR QUALITY
•
Pan Confections
345 West Erie Street, Chicago 10, Illinois

Vendors to Sell Majority of Bars In Future

SAN FRANCISCO—Coin vending machines, which were viewed with more or less distrust at the time of their introduction, have gradually overcome sales resistance, established themselves as reliable public servants, and are currently recognized as important factors to those industries whose products they merchandise, while many a retail establishment could not have survived without the extra profit gained through automatic phonographs and games of skill. All in all, coin vending machines and kindred devices have already well proven their worth, and prospects for the industry are bright indeed for the post-war era when improved vending machines and unlimited supplies will be the order of the day.

Herbert R. Ebenstein, vice president and general salesmanager of Pacific Automatic Candy Co., confidently expressed his belief that "sale and distribution of 5 cent candy bars through vending machines will soon equal, if not surpass the volume of sales by non-mechanical means." He based this estimate on the fact that during the last 15 years sales via vending machines have consistently increased, reasons for which are apparent. Ebenstein summarized like this: 1) Merchandise sold through vending machines is better displayed to catch the public's eye and there is no confusion in the display. 2) Vending equipment can be placed in most auspicious locations where it would not be possible to place a showcase or a counter display. 3) Vending machines are on the job 24 hours of the day, giving incessant service.

Ebenstein traced the phenomenal rise in the popularity of the candy vending machine to the time when big business became interested in it, entered the field and brought to it the same business acumen, psychological approach, and sound principles which must govern any other enterprise. Ebenstein considers it a fundamental requirement to offer quality merchandise consistently. Pacific Automatic Candy Corp. makes it a rule that brands introduced into a district, and meeting consumer acceptance, shall be available all of the time. Vending machines must build up a following just like any other business, and it is poor policy to disappoint customers. To avoid this Pacific Automatic Candy Corporation does not make "spot" purchases but buys from manufacturers on a contract basis.

Universal Declares Dividends

ST. LOUIS, Mo. — Universal Match Corp., and its wholly owned subsidiaries, reported 1944 net earnings of $653,814, equal to $4.73 a common share.

The figures do not include earnings of Schutter Candy Co., in which Universal acquired a controlling interest during 1944. Tentative figures for Schutter are reported as $120,000.

* * *

A cannibal is one who loves his fellow men . . . with gravy.

Letters from Operators praise Univendor

We're mighty proud of the many letters received from pleased UNIVENDOR operators. Now, when our full capacity must be devoted to the production of vital war materials, it's good to know that the prewar UNIVENDORS are making and holding friends.

Busy operators welcome the freedom from worry over mechanical difficulties and service problems which UNIVENDOR provides. They recognize what a saving in time, money, and customer good will such dependability represents.

When peace comes, UNIVENDORS will again roll off the assembly line. They'll have all the old quality, plus improvements you'll appreciate. So watch for the postwar UNIVENDOR. It will be worth waiting for.

Univendor

To hurry the day of VICTORY
keep buying bonds!

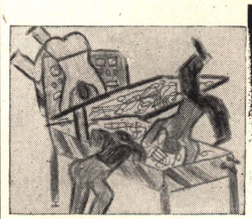
COIN MACHINE REVIEW
23
FOR APRIL 1945

STONER MFG. CORP.

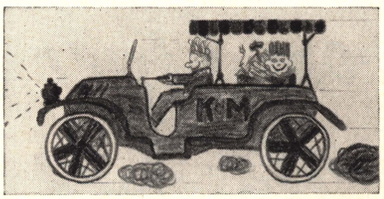
Aurora, Illinois

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

"DON'T MESS WITH MR. IN-BETWEEN"



CALL
FAirfax 9841
and
K & M SERVICE
Will Be on the Way



For prompt, efficient, intelligent repair work on all types of coin-operated equipment, give us a call! Seasoned veteran mechanics will give your machines the sparkle and performance of new machines. "Latch On" to the best Repair Service in the West. "Don't Mess With Mr. In-Between!"

K. & M. SERVICE

721 South Valencia — Los Angeles 14, California

Big Future for Candy Vending In Northwest

The consensus of opinion around the Northwest regarding candy venders is that the surface has barely been scratched.

When merchandise is available again this should be a very lucrative business. Merchandise is very hard to get and only a few of the machines available are out operating. A number of the operators have quantities of machines stored away in warehouses. Quite a development in manufacture is expected, since the operators have had a while to learn all the intricate working parts of the venders. Also, the operators know which particular candy bar works best in the machines and the more popular brands for the public liking.

In the area around Portland, the largest operator is J. H. Harris, Inc., who tells us statistics prove the value of a candy bar to the various industrial plant personnel morale. The candy bar gives a lift for that fagged period in the day, is easily accessible through the venders, and meets with immediate appreciation on the part of the consumer, as it is a much needed stimulus.

At the present time, the industrial plants are the first choice, but in the post-war period, candy venders will be seen in hotels, restaurants, theatres and taverns. This should be a big business and has great future potentialities.

Melster Plans Expansion

CAMBRIDGE, Wis.—Melster Candies, manufactured here in a colonial-designed modern, daylight plant, have made conspicuous headway and will emerge as one of the most important suppliers of candy bars to vending machine operators after the war.

The Melster organization is by no means a newcomer to the confectionery industry and over the years has built up a notable clientele for its three products: Melster Nougat, Melster Cherrie and Melster Hot Scotch.

Although a large portion of its productive capacity has been going to meet the needs of the war effort, the Melster concern has been able to supply generously its customers and is alert to the advantages of developing an extensive post-war business. The equipment of the Melster plant is patterned along most modern lines and its production methods have been streamlined to large-scale manufacture.

* * *

The Army has hardened me up; my arms, my muscles, my arteries.

NUTS

● The smaller manufacturers of candy bars who are not required to allocate any of their production to the government under the 50 percent set-aside order, and have been enjoying a postman's holiday in a field practically bereft of candy bars, are in for a stiff jolt with the old and valued standby—peanuts—hard to obtain.

Recent WFA orders requiring shellers to set aside for military use 50 percent of their remaining stocks and subsequent purchases of 1944 Spanish-type peanuts and 30 percent of Runner type peanuts, will add still further to the woes of candy manufacturers already beset by shortages of almost everything they need.

According to grower reports, there will be a larger quantity of shelled peanuts available in 1945 than in previous years. Statistics show that of the 1944 shelled peanut supply, confectionery consumed 22.7 per cent, while 31.6 percent went into salted peanuts and the balance into peanut butter.

Protests have been filed with W. T. Parker, Chief, Peanut Section, Commodity Credit Corporation, and Colonel L. C. Webster, Office of the Quartermaster General, and manufacturers have based their plea on the premise that candy manufacturers should be able to secure peanuts for the manufacture of confections under WFO-115, which requests that 50 percent be set aside for government use. Under the order the government stands to gain about 120,000,000 pounds of peanuts.

● Despite hardships facing the nut industry the National Peanut Council has adopted a plan involving an expenditure of $90,000 to improve peanut products and publicize the industry in all its forms.

● A Joint agreement among the British, Canadian and United States Governments prohibiting the importation of Brazil nuts by the three nations will be continued for 1945, the War Food Administration has announced.

Hope for Philippine Sugar

NEW YORK—The question of whether Philippine sugar will be available to candy manufacturers upon the final mop-up of the islands still remains a mystery in trade circles in the East. Washington says Government experts believe that as much as 200,000 to 300,000 tons may become available from the liberated areas before the end of the year, compared with normal shipments of about 900,000 tons in a year. The Japs are believed to have dismantled some mills, converted others to the distillation of alcohol, and diverted some cane fields to other uses.

Negros Island, which produced about two-thirds of the Philippine sugar for export, has been taken by guerrillas with little property damage. Small damage has been reported from the Luzon sugar area, second most important producing center.

A good supply of sugar from the Philippines will accomplish three things: 1) It will serve to improve the present tight supply in the States; 2) strengthen the U. S. position in bargaining with the Cubans on future prices; and 3) give jobs and a measure of immediate economic recovery to the Philippines.

Operators are watching the trend of events in the Philippines for the arrival of sugar from the Islands will permit candy manufacturers to augment their manufacturing activities and supply a larger number of bars, and consequently a larger number of bars for vendors even under percentage quotas.

* * *

Without cigarette
The lady did fret
She said I'll sniff snuff
And cut out the puff
I'll learn how to wheeze
And sneeze as I please
And I'll have no regrets
Giving up cigarettes.

* * *

Did you hear about the baby kangaroo? He ran off and left his mother holding the bag.

ABBOTT ELECTRIC COIN COUNTERS

For Packaging and Bagging

LIMITED QUANTITY

First Come—First Served

$450.00 f.o.b. Chicago

COVEN AUTOMATIC PRODUCTS CO.

2252 W. CHICAGO AVE. — CHICAGO 22, ILL.

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CAN DO

(Continued from Page 21)

those concerned are covered. Say there's a foreign particle in a handful of peanuts which breaks the customer's tooth; say, even, that a machine falls off the wall and injures someone—our policy takes care of all particulars."

The clerk could have continued for hours. But instead of this hypothetical conversation, the quotes actually went like this:

"Sir, if you'll contact our service man who's out there every Tuesday and Thursday, I'm sure he'll be glad to refund the money."

"But," wailed the customer, "I can't waste time looking for him. I'm working at the plant."

"Well, then," continued the Voice of Courtesy, "is there somewhere our man can leave the money?"

The canteen servicer placed the 15c in care of the cashier in a nearby restaurant and a dissatisfied canteenster dropped the prefix.

Vending could very well be classified "the biggest little business in the country." The number of pennies and nickels passing through each unit in one year runs into many thousands. But every inserted coin goes through an involved thinning process before it can be coaxed into the "net profit" drawer.

Regardless of how high the operating expenses may be, all costs still come out of the one or five cent piece. When the OPA permits the manufacturer to raise the price of his commodity, the vendor is forced to absorb the upped ante and squeeze the coins just a little harder.

Payroll cuts a 20% swatch into gross sales. Service men net $70.00 to $80.00 weekly. Maintenance of equipment, delivery vehicles and shop upkeep run deep and heavy.

Ingenuity is the keynote of every maintenance shop these war days. When parts back up on the factory order desk three to six months, then it takes a clever mind and skillful hands to fashion usable equipment, and while the stock lacks the sheen of pre-war factory-finish, it is sturdy and practicable.

With most popular brands of candy being freighted to the far-flung fronts, how does Mr. and Mrs. America take to the new, unheard-of varieties? Firstly, Mr. and Mrs. America are grateful to the Canteeneer because sweets are available. Secondly, sales are decided strictly on trial and word-of-mouth methods. In buying over the counter, the customer takes a chance; if the product fails to hit his palate just right, he says nothing but merely makes an unsavory note mentally. The succeeding customers also buy on the same basis, resulting in moving stocks.

The canteen presents a different story. A worker samples a new brand. Co-workers ask him for a verdict. The word flies like fire through sagebrush. Result: some trade names show no more than two or three sales; others are yawning for days, awaiting a quick fill-up.

The most popular all-time sellers? That's easy. In candy it's *Hershey*. In gum it's Wrigley's *Doublemint*. Runner-ups are *Milky Way* and Wrigley's *Spearmint*.

The merchandiser isn't kidding himself these days. He realizes better than anyone the pillar on which his success depends: the service man. Because it is through the uniformed attendant that good will is either built or imperiled. A discourteous and careless liasoner could leave a sore spot that only years of tender treatment can heal. With the manpower situation in its present critical plight, the Canteener is asking himself: am I gaining or losing public favor?

War or peace, there is one way the Canteen man is building solid chunks of popularity which will continue to grow as each new coin tinkles cash-boxward. Thousands of dollars yearly are turned over to charitable organizations such as the Red Cross, Disabled Veterans, etc., because some locations, appreciative of the service rendered, ask no more in return. Consequently, the commission which would normally be theirs, is diverted into worthwhile channels.

The Canteen Co. and its nationwide branches aren't "sweating" out the war without a weather eye cast to the future. With the same aggressive spirit that launched giant plant feeding projects, such as the Philadelphia Navy Yard, they are blue-printing plans which will be ripe and ready when the Axis is ground out. However, they aren't publicizing their ideas until the big jump-off because why should competitors be allowed to cash in on their brain children?

So until then, it's candy when available, gum and nuts when available, service to the best of their ability, and a money-back guarantee, delivered in person, if the machine won't do the job it's there for.

* * *

An Arkansas farm woman wrote to the vendors of a patent medicine: Four weeks ago I was so run down that I couldn't spank the baby, but after taking three bottles of your elegant elixir I can now thrash my husband in addition to my other housework. God bless you!

BADGER'S Bargains

"Often a few dollars less – Seldom a penny more"

LOS ANGELES *see* *Bill Happel*
MILWAUKEE *see* *Carl Happel*

PANORAM AND SOLO-VUE
COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW, IMMEDIATE DELIVERY
WRITE FOR QUANTITY PRICES

PANORAM AND SOLO-VUE FILMS
LARGE STOCK OF NEW RELEASES
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"NEW DUO BELL"

THE NEW DUO BELL CONSOLE CONVERTED FROM BALLY CLUB BELL TO TWIN FREE-PLAY ONLY. ANY COMBINATION PLAY DESIRED 5c-5c, 5c-25c, 25c-25c. MODERNIZED STREAMLINED CABINET. 100% MECHANICALLY RIGHT. IN STOCK FOR IMMEDIATE DELIVERY.

RECONDITIONED CONSOLES

Evans Dominoes, Late, D.D.J.P.....$345.00	Mills Jumbo, Late Comb.....$199.50	Bally Club Bells, F.P., P.O.....$279.50
Evans Lucky Lucre, 3-5c, 2-25c..... 395.00	Mills Jumbo, Late High Head, P.O. 139.50	Bally Roll 'Em Late, P.O..... 189.50
Evans Lucky Lucre, 5-5c, Two Tone.. 295.00	Mills Jumbo, Free Play..... 129.50	Bally Sun Rays, Late, F.P..... 169.50
Evans Lucky Lucre, 5-5c, Walnut..... 249.50	Baker Pacers, Daily Double, 5c..... 299.50	Bally Big Top, Late, F.P..... 114.50
Evans Rolletto Jr., Walnut..... 249.50	Jennings Fast Time, P.O..... 109.50	Pace Saratogas, Late Models..... 129.50
Watling Big Game, F.P..... 93.50	Jennings Fast Time, F.P..... 109.50	Pace Reels, Late Models..... 129.50

Packard Pla-Mor Boxes.....$ 37.50	Wurlitzer Twin 12 Hide-a-Ways in Cabinets, with Adapters. Guaranteed. All Reconditioned $225.00	Zephyr Speaker Cabinets.....$16.50
Buckley Chrome, Ill. Boxes 22.50		Leatherette Speaker Cabinets..... 7.50
Rock-Ola Bar Boxes, 5-10-25c 49.50		Badger Walnut Speaker Cabinets.. 7.50

WRITE FOR LIST OF COMPLETELY RECONDITIONED AND NEW ARCADE EQUIPMENT

BRAND NEW GEARS Wurlitzer and Seeburg Main Gears, Price $6.50 Each. Quantity Price. Write.	Replacement Plastic for All Model Phonographs. Write for Complete List	Dependable Phonograph Tubes For Rock-Ola, Mills, Wurlitzer and Seeburgs. Write for List

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Write Milwaukee for Special Price Quotations.

BADGER NOVELTY CO.
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HELP BRING IT CLOSER — BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

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CANDY OUTLOOK

(Continued from Page 20)

only been lightly sprinkled in the past with candy vending devices.

Many stores now using candy counters will find that they can make more money by placing candy vendors in their stores, and by so doing be able to devote the time of high salaried employees to the sale and promotion of more expensive items with a longer profit margin. Even the chain store has found that it is very profitable to place candy and gum vendors throughout the store, and this has in no way interfered with their regular candy sales.

Yes, the candy vendor is really coming into its own, and for one who is willing to work and follow a few simple rules, the future is brighter than ever. Here are a few simple rules that will make a successful candy vending operator:

1. Choose a good machine that will cause a minimum of mechanical trouble and give you good display. There are a great many on the market. Buy for quality and not for price, as a cheap machine will prove more costly in the long run than the high quality machine.
2. Choose your locations with much skill. Check each location for the number of customers they have each day and as to the proportion of men, women and children. These are important factors.
3. Try and locate your machines in the store where the most people will see it. The more who see it, the more will use it. In the case of a factory or passenger depot, be sure to have enough machines placed around so that the workers will not have to go too far from their work to get what they want. As for a passenger depot, use good judgment and have enough machines conveniently placed.
4. If possible, study the class of trade that frequents the location of your machines and choose the type of candy and nuts that please the most people. Be sure and give as large a variety as you can and change your varieties as often as is practical.

Here is one of the most important "musts":

5. Choose a manufacturer who manufactures quality merchandise and vend only the best. The cost of poor quality candy and nuts is such a little saving compared with using the best quality that it does not pay to have a cheap label on your machines. Once you are labeled with a cheap quality label you are stuck with it and you might as well move all your machines into the cheapest neighborhood you can find, because you are through as far as quality trade is concerned. The worst part of vending cheap, poor quality candy and nuts is that you will not realize what the trouble is until it is too late.

As has been so often said, there is no substitute for quality. This is meant for the good of the vending business because more than anything else THE USE OF QUALITY CANDY AND NUTS CANNOT BE OVER EMPHASIZED.

* * *

I am soliciting for the poor. What do you do with your old clothes?

I hang them up carefully, go to bed, and put them on again in the morning.

Buys Navy Surplus

CHICAGO—Roy Bazelon, Monarch Coin Machine Co., announces that he has purchased one of the first releases of government surplus to be offered to the Coin Machine Industry. The item is an electrically operated practice machine gun used in Navy training, and it is reported that the purchase involved a total of 3 carloads of the guns.

In explaining the purchase, Bazelon said, "The guns provided an opportunity to offer operators something entirely different and more realistic than ever before known in amusement equipment. Principals connected with the purchase have formed an organization to handle sales and distribution, with headquarters in Chicago. The company will be known as the Electric Machine Gun Co. Between now and the time of release to the trade, the guns are to be refined and converted for use in Arcades, parks, etc., as are other types of gun ranges in use today. The converted gun will be highly accurate and will fire up to 250 shots a minute. Each gun has its own built-in compressor." Plans for marketing indicate that the gun will be available during the coming summer, it was revealed, at which time completely detailed information will be released.

* * *

My sailor is trying at times.
My Seabee is trying all the time.

Coin Operated Machines of All Kinds for Locations on Commission Basis

Brill Amusement Company

Statewide Operators of the "Photomatic" Photo Machines
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TONY BRILL JACK MORGAN
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BACK GLASSES

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WE TAKE THE GAMBLE

WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
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ALL MODELS — ALL COIN PLAYS

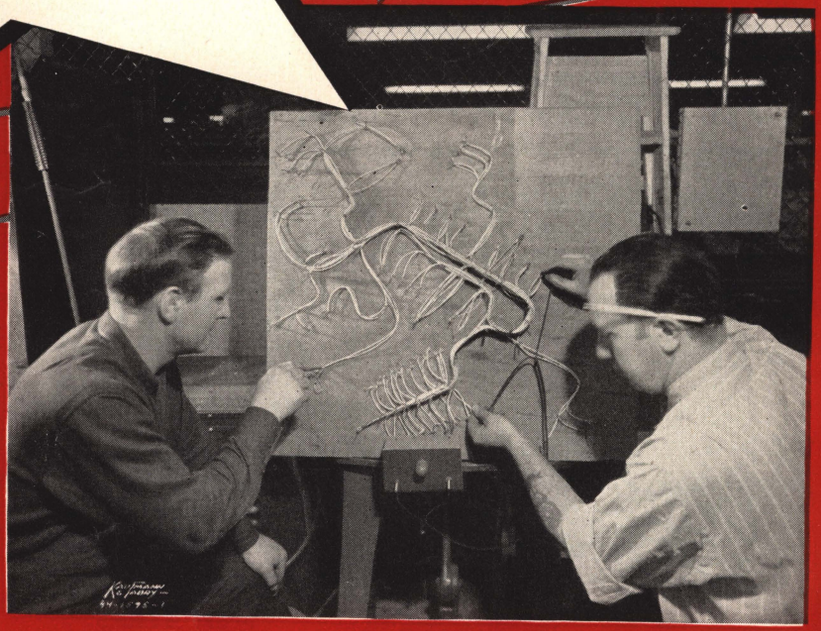
We Specialize in Rebuilding Mills Slots and Paces Races

SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

VERSATILITY *for* VICTORY



While devoting much of our facilities to the war effort we invite manufacturers and others in the trade interested in wiring and harness for coin machines to write for our suggestions, WITHOUT OBLIGATION.

A careful check is made upon one of the complicated harnesses which are produced in a wide variety of designs, to facilitate wiring hook-ups.

W. L. Runzel Jr., president, looks over a new type of harness, while specially trained operators fashion the complicated wiring arrangements on conveniently laid out "harness boards".

Runzel

CORDS · WIRES CABLES

RUNZEL CORD & WIRE CO.

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

COIN MACHINE REVIEW
27
FOR APRIL 1945

What's Going on? in the UNITED STATES

MINNEAPOLIS—Jerry Gorel, a member of the Hy-G Amusement Co. service department for the past four years, has taken a partner and opened a machine shop in the northeast part of town to care for phono repairs for operators. Jerry also plans a retail outlet in the downtown section before long. The Gorels are infanticipating and expect a second child soon.

NEW YORK—A goodly turnout was on hand at the Capitol Hotel on February 14th for a meeting of the Arcade Owners' Association. Members were informed that the association had been successful in contracting for a sufficient supply of direct positive paper to keep photographic equipment operating. Two new members joining were Charles Werthheimer, Boston, and Edward Murphy, Raynham, Mass.

SALINAS, Calif.—Harry Hutchinson, music operator, intends to pipe wired music into the lettuce packing plants in and around Salinas, and thereby become the first music operator to supply music to vegetable packing sheds. Several plants are located in this area employing 50 and more engaged in packing and shipping fresh vegetables to the Eastern markets.

LEXINGTON, Ky.—Funeral services were held here in early February for Moses Goldberg, father of two veterans of the coin machine industry: Ben Goldberg, president of Sicking, Inc., and Hoskie Goldberg, owner of the Sterling Novelty Co.

ST. JOSEPH, Mo.—Lee R. Droher, of Coin-O Amusement Co., has supplied the local blood bank with an automatic phonograph to entertain blood donors waiting to contribute their blood. Lee fixed the machine with a button so it could be operated without inserting a coin.

DETROIT—Sam Weisberg is returning to operating and has taken over the Banner Novelty Co. from Sol Boesky who will devote his time to managing Sid's Cafe, night spot he recently purchased.

NEW YORK—A new Arcade is being opened here in a large building adjacent to the long shuttered People's Theater on the Bowery.

CHICAGO—Webster-Chicago Corporation, manufacturer of motor parts and transformers for the radio and coin machine industry, has purchased Webster Products, Chicago, peacetime manufacturer of phonograph record changers. Webster Products will become the electronics division of the parent company.

BELLINGHAM, Minn.—Harry Kesting, local operator, has been entertaining his son who is home on leave from the Army Air Forces after completing 53 missions in flights over Germany.

DETROIT—The W. G. Wade Shows will carry a 40 by 60-foot Penny Arcade this year booked by Joe Frederick. He has equipped it with a new tent and neon front and will transport it with a truck and semi-trailer.

INDIANAPOLIS—Publisher members of the Indiana League of Home Dailies heard Ralph R. Mulligan, New York, in a presentation, "Newspapers Get Immediate Action" at a recent meeting here. Mulligan is New York representative for THE REVIEW.

PHILADELPHIA — Capitol Records has opened a factory distributing branch here with Joe Nanni, formerly with Decca, installed as branch manager.

CINCINNATI—Expansion is in the air again and Southern Automatic Music has leased the ground floor of the Jones Building at 228-30 West 7th Street in downtown Cincinnati. New spot will triple the firm's space to be devoted to showrooms, and service and maintenance facilities for all types of coin-operated devices. 5,000 square feet of space constitute the new quarters, according to Joseph Weinberger, partner and manager of Southern Automatic Music. Willis Music Co. has leased a store on the ground floor of the Cambridge Building, 608 Race Street, to be

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CONVERTED FROM
(DUPLEX)

•

WE ARE ALSO REVAMPING
IDAHO From ZOMBIE
OKLAHOMA
From LEADER
STREAMLINER
From STARS
GRAND CANYON
From DOUBLE PLAY
SANTA FE
From WEST WIND
ARIZONA
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SUN BEAM
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•

You'll Get and Hold the Play With Games Revamped the UNITED Way!

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UNITED MANUFACTURING COMPANY

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If You Want to Buy
5-Ball Pin Games
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
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CHROME COIN CO.
4630 WEST NORTH AVENUE
MILWAUKEE 8, WISCONSIN
★ Write, Wire or Phone ★

Custom
COIN-BELL
Conversions

used as a branch of their main store on Fourth Street. Willis also has a branch in Covington, Ky.

HOLLYWOOD—Thieves have robbed the Andrews Sisters' office for the third time. This time they made off with three typewriters and 25 recordings of "Rum and Coca-Cola" which had been tagged for the boys overseas.

CHICAGO—The Marlin-Rockwell plant on West Palmer Street, occupied by Mills Industries, Inc., under lease for the last 10 years, has been sold to an undisclosed buyer for $275,000.

NEW YORK—Prominent in the recent Sportsmen's Show in Madison Square Garden was a completely-equipped Arcade installed by International Mutoscope Corporation. Arcade had 25 amusement machines, including a battery of six Sky Fighters, two voice recording booths and a Panoram. Al Blendow installed the display.

DETROIT — William Bolles, former credit manager for the Rudolph Wurlitzer Co., is now a desk clerk at the local Bok Cadillac hotel.

MINNEAPOLIS—Sam Bender, prominent operator in these parts for many years, has disposed of his route and will confine his attention to his war job. Sam's wife had been handling the operation but a good cash offer was too much for Bender to turn down.

NEWARK, N. J.—It isn't exactly spot news but to Mr. and Mrs. Al Cohen, of Asco Vending, the advent of a second daughter three months ago is still the biggest thing in their lives. Daughter was tagged Selma.

LOS ANGELES—Captain Britton, former mechanic for California Music, is now stationed in Hawaii after 4 years service in various parts of the world. Lieut. Comm. Gordon Bolser, former local serviceman and recently decorated with the Distinguished Flying Cross, is also stationed in Hawaii and is in charge of a flying field.

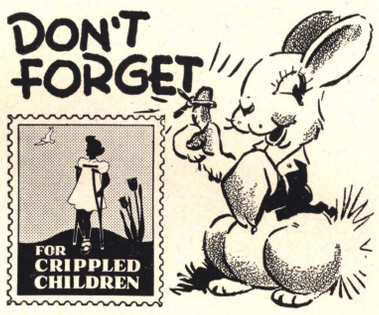
NEW YORK—New York Distributing Co. has extended its facilities and taken on additional quarters at 45th Street and 10th Avenue. Charles Lichtman will set up new offices and showrooms. Original space is being retained for repair and shipping departments.

MINNEAPOLIS, Minn.—Mr. and Mrs. Hy Greenstein, he of Hy-G Amusement, are away on a vacation to Mexico and California. Jonas Bessler, Hy-G executive, is just back from a three-week trek to California for the same purpose.

DETROIT—Henry C. Lemke will move his Lemke Coin Machine Exchange into his new building a block or so from his old location on West Vernor Highway shortly. Alterations are just about completed.

MINNEAPOLIS, Minn.—Amos Heilicher, operator and jobber, is about to trade his civilian garb for an army uniform. Amos' brother, Danny, is now seeing action in Europe. Before his entry into the service he was associated with Amos in operating here.

CHICAGO—The *Chicago Sun's* Dale Harrison, who devotes his column to the wonderful things to be found in Chicago, took cognizance of the Coin Machine Industry by reporting in his February 28th column: "Chicago is the world's center of the amusement devices industry—the coin machines; and it was because of the skill of men employed in this industry that these Chicago plants were among the first to be picked by Uncle Sam to manufacture the fine instruments and delicate mechanisms needed in war." Another tribute to our Industry.



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AUTOMATIC MUSIC

Simmons Says:

A column of pertinent comment by W. E. Simmons about those in, and of, the automatic music industry.

● **TIPS TO DISTRIBUTORS:** An operator dropped into a certain distributor's place of business with an amplifier and asked if he could get a check-up on it that day. Did the Service Manager say he was sorry and too busy to get to it that day? No! He yelled back that old-moth-eaten stuff about "Doncha know there is a war going on?"

● To distributors I say this: Just because you have four customers to every piece of equipment you have for sale, don't let your chances be four to one of not being in business after the war. After good years come lean years. Take your feet off the desk and give the operators courtesy—if nothing else. Don't be too quick to shout "Hell, we are all out." Show them the few things you do have and you will be surprised at the results. Patience should never be rationed.

● Another old, moth-eaten phrase is "Well, you know how hard it is to get help." Sure, every man knows that, but we also know how easy it is to train green help to smile and be courteous. Just ride the airlines these difficult days, and you will see an example of courtesy you

(See SIMMONS SAYS, Page 32)

Walker Heads Majestic

NEW YORK—James J. Walker, former mayor of New York, is president of the Majestic Radio & Television Co., which has acquired the Classic (Hit label) Record Co. and will press records under a "Majestic" label in the future. Eli Oberstein, formerly with RCA-Victor, who piloted the Classic Record Co. from infancy, will serve as executive vice president and general manager of the Majestic organization.

Majestic intends to start with a 50,000 records per month production but plans are for an amplified manufacturing schedule as quickly as possible. Operators should look forward to obtaining a considerable number of records from this new merger for, in addition to the Classic Record pressing set-up Majestic brings the New Jersey Plastics Corporation pressing plant and Transcriptions, Inc., studios into the family as additional units to bolster production.

Record Runs 6½ Years

DENVER, Colo.—On October 1, 1938, Artie Shaw's Bluebird record of "Begin the Beguine" was placed in the number one spot on a coin operated phonograph in a location of the Modern Music Co. Although the record has been changed approximately 320 times, the replacement has always been the same selection, Artie Shaw's "Begin the Beguine."

In the six and one-half years the record has been on the machine it has always registered as high as the phonograph meter will count. It is estimated that the selection has been played by the patrons, 34,960 times for a total of about 4,828 hours! And last week the serviceman for Modern Music put in a new disc . . . the 321st copy of "Begin the Beguine."

* * *

Is that girl's dress torn or am I seeing things? Both.

Wolf Has Big Opening

SAN FRANCISCO—March 1st was the date, and it's gone down in coin machine annals as one of the finest openings ever held in these parts. We're refering to the grand Open House Bill Wolf and his associates staged to launch their local branch of California Amusement Co. in the bay area.

New spot is situated at 1175 Folsom Street and Wolf has transformed a former Western Union office into one of the finest jobbing and distributing establishments in the United States. Three floors comprise the branch and a convenient elevator connects the various departments located on three levels.

Visitors totaled almost 400 at the opening celebration and flowers in profusion graced the magnificent display rooms, beautifully finished with rubber tile floors and sound deadening ceilings of decorative celotex. A varied scattering of brand new "Singing Towers" phonographs and other pieces of equipment reflecting the California Amusement style of superior refinishing, attracted considerable attention.

A buffet, catered by Sid Cohen of the Los Angeles Catering Co., who has handled the California Amusement parties for the past two years, received a warm reception from the visitors and Sid commented that "He had never catered a finer party than the San Francisco debut of California Amusement." Operators and their wives started arriving after 10 a.m. and there was a steady stream of operators from spots as far away as Stockton, Sacramento, Napa, Santa Maria, San Luis Obispo, Los Angeles and Tracy. Party continued until almost 5 a.m. and departing guests subscribed to the fact that the party was a true "pre-war baptism" for the new branch. M. S. (Bill) Wolf presided

(See WOLF OPENING, Page 32)

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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Our Seeburg Service is streamlined to provide you with the ultimate in the repair and maintenance of your Seeburg equipment. All work is supervised by factory-trained mechanics and only genuine factory parts are used. It costs no more to benefit from the experience of trained artisans. Your phonographs must last until the War is over. They are entitled to the finest service available.

●

A new supply of critical parts has just arrived to augment the large stock already on hand and to permit us to provide you with even better service on Seeburg phonographs and remote control equipment.

Jean and Dolores Minthorne

Your Stake
in America
WAR BONDS

MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
LOS ANGELES

Seeburg Phonographs

SIMMONS SAYS

(Continued from Page 30)

should duplicate. They, too, have new help and help shortages.

● Look for the familiar faces in your place of business and cater to them. When the war is over, he may be the only fellow you have left. Be nice to him. Do all you can to make that customer realize he may not get the same equipment and service you once were able to offer, but he will go out of your place with a good feeling realizing you aren't rationing good will or high-hatting him.

● Too many distributors have two desks—one for each foot. They sit back and say, "Sorry, Joe, can't do a thing for you." Even if you are sold out, stand up on both feet. Don't appear smug with your temporary rush of business. Instead figure with the customer on his postwar needs. Take a minute to listen to that regular customer. Don't be too quick to tell the fellow you can't get to his amplifier until next month. Have patience with the operator who has a stripped gear.

● The ideas expressed here are not new; but for that matter neither are the Ten Commandments or the arithmetic tables. Yet we turn to them every day. Do that with the thoughts set down in this column, and extra profits can be yours.

● All distributors, operators and salesmen are builders . . . builders of a better present and a far more hopeful future. There are some prophets of the future who say that all the world will come flocking to the manufacturer's doors for merchandise the moment the war is over. That is nonsense. When peace returns every distributor, every jobber and every operator will find that more aggressive salesmanship is required.

● It has never been true, and never will be true, that people voluntarily turn to new ideas and new products. *They have to be sold.* The distributor must be sold, and the operator's location must be sold. Unless there are sales, growth stops. When growth stops the nation stagnates. Jobs and prosperity depend upon making things and selling them. Distribution and sales are the most important part of our whole economy. This is true because distributing and selling is an aggressive and progressive art developed to induce the consuming public to know and use what the skills of productive science makes. Distributing and selling is the engine of our whole industrial structure. Without it there would be no active production and consumers would sink into the habit of accepting all things as they were.

● Reviewing the founding and subsequent development of the United States, one might well say that the nation grew out of a slogan composed of but three words: produce—sell—consume.

● In these three elements of our economy is contained the tremendous drive and force that in a comparatively short space of time raised us from a struggling group of colonies to a magnificently successful country of over 130 million people gifted with vision, imagination, and limitless energy, and blessed with liberty. We began with only land, rivers, forests and mountains. Yet, in little over a century we have built one of the mightiest nations of all times. The Coin Machine Industry in the last half century has progressed along with the country. Today we are the largest producers and users of coin machine equipment in the world. Just think what the future holds, when the American Way will become the prevalent pattern in all parts of the world.

WOLF OPENING

(Continued from Page 30)

and gave all of the guests a royal welcome and a generous example of California Amusement hospitality.

From the San Diego branch M. W. Griffin, manager, and E. C. Condit, auditor for the firm, flew north to be present for the opening. From the Los Angeles branch Miss Wainscott, Mrs. Williams and Frank Butterfield were represented. Both Southern California branches were closed for the day so key personnel could make the trip north for the event. Mason, of Mason Music, Los Angeles, booked air transportation to be on hand and shot his wad of "A" tickets to make the trip by car when his air ticket was cancelled at the last minute. Bob Reeder, Coin Machine Service, Glendale, likewise had air transportation booked and was put "on ice" on the departure date.

Jack Gutshall, Los Angeles, made the opening and treated northern California coinmen to the latest releases on his respective phonograph record labels. After the opening Jack visited operators in the northern part of the state before returning to Los Angeles.

All visitors declared that the new San Francisco branch is "a honey". First floor has the showrooms and offices and in the rear a large portion is devoted to loading and unloading. A rear entrance from an alley is provided and the elevator is adjacent. The repair and maintenance departments are on the second floor and the third floor is given over to storage and an additional showroom for gaming equipment.

* * *

In Christianity a man can only have one wife. This is called Monotony.

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When you want to finance equipment or take over a route, bring your problems to Morris Plan.

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

The Destiny of Automatic Music Rests With Today's Operators

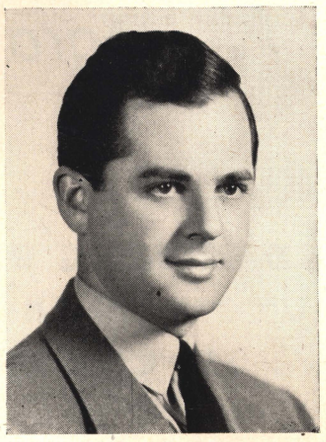
by AL A. ROBERTS

of Wolf Sales Co., Denver, Colo.

THE coin-operated phonograph and machine industry being ubiquitous by nature, has asserted itself under war-time conditions by its rapid conversion to, and wholehearted cooperation with, the war effort. Practically every major manufacturer formerly engaged in making coin-controlled equipment, has converted his plants to the manufacture of materials essential to the war effort with peak production in a minimum of time. Distributors and operators have in many cases diverted their efforts to essential fields. The result of all this cooperation has made a fine showing for the industry. The Army and Navy "E" Flag flies from the rooftops of the plants of practically every manufacturer. The appreciation of government officials and the understanding emanating from these undertakings is a great and forceful element toward the good and welfare of the industry. Here is one of the greater forces of any industry. Here is a power able to make the industry greater than ever before in its history. Here is good will; not only the good will of ourselves, but that of labor, the government, capital, and the man on the street. It's taken a long time to gain that good will. Let's keep it.

We have, contained in our hands, one of the greatest potential merchandising forces of the future. Old and new ideas combined will present a broad front in the field of merchandising. We are merchandising a product everybody wants, music and amusement. The operator is the front-line of this merchandising program, for it is he who has a direct contact with the location and is the basic force in the whole scheme of things. It is he who has the potential sales outlet to the public through his friendship, his knowledge, and the control of his territory, upon which successful merchandising depends; and it is to him that jobbers, distributors, and even the manufacturers, most look for an outlet.

Some of the important factors in this business have completely neglected the operator from a standpoint of maintenance, but in general, he's received good care. Distributors, jobbers, and manufacturers have improvised and renovated all types of equipment in an effort to keep the operator in business and his equipment in operation. The close cooperation which exists between



Al A. Roberts

the operator, distributor, and manufacturer produces a harmonious relationship for all. There is no doubt but that the coin machine industry, through the good will building, has presented itself favorably to the public, and is rapidly gaining recognition. This is exemplified by the action of many state legislatures who have suddenly brought to life, bills proposing the legislation of machines which have been taboo in localities for many years. Whether this is due to a trend of liberalization of policy on the part of officials or is due to the fact that the operator is merchandising his equipment in a more presentable manner and has made them appear to these legislators in a different aspect, is questionable. The proof, however, is that these bills are being proposed.

Of course, we are all looking forward to that day when victory is won, exerting every effort, in the meantime, to the successful culmination of the war. Meanwhile, many predictions are being made as to when new equipment will be available. The earliest heard to date, from a coin machine manufacturer, has been for his product to appear on the market within ninety days after the production of civilian and non-essential goods is released. This prediction, however, is based on the assumption that non-essential goods such as coin-controlled equipment will be on the first approved lists when the war in the Pacific is over. It is the writer's firm belief that this will not occur until the latter part of 1946. Thus, a period of better than four years will have elapsed between the time that manufacture of coin-controlled equipment was discontinued and the time when production is resumed. To the average operator, this can mean but one thing. Four years of equipment is going to be on hand that will need immediate replacing. How is this demand to be met and where are all of these machines coming from?

Some factories, such as those manufacturing pin tables, can probably replace every table in the country during the first year of production, for each of these manufacturers will be geared up to a production schedule set to meet pre-war requirements where the average life of a table was figured to be six months. However, producers of stable, long-life merchandise such as phonographs and vendors, not having the unit productive capacity of these other manufacturers, will be producing new equipment at peak production for a period of about three years before the laws of supply and demand will be met.

Present-day supplies of equipment are dwindling daily because of the inability of operators and distributors to rehabilitate some of the worn-out equipment. Because of this, many locations have been going without certain types of equipment. It's the operator's job, and a big one, to keep the good will of these locations while being unable to supply them with needed equipment; but this job is a must, for the location is the operator's life-blood. Many of the competitive evils so prevalent in pre-war days have been eliminated due to the scarcity of equipment, and operators, have for the first time in many years, been able to gain a secure foothold in their territories.

Profits on all types of equipment have been sufficiently great to permit the operator to accumulate a reserve, putting both his present and post-war business on a sound

(See MUSIC DESTINY, Page 36)

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
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$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
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The Phonograph With

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A DAZZLING BLEND OF COLORS CHANGING AUTOMATICALLY WITH EACH SELECTION . . . OR CONTROL COLORS AS YOU WISH!

Here is the latest model Singing Tower Phonograph. NEW, in original packing and ready for shipment. Has all the latest features including a powerful amplifier equipped to handle three additional speakers. Ear level music reproduction, unexcelled in the phonograph industry. Dazzling colors changeable to suit any location color harmony. Get acquainted with SINGING TOWERS today. We'll be glad to tell you more. Immediate delivery NOW on Model 301—a completely factory-rebuilt SINGING TOWERS with all new cabinet and NEW MACHINE GUARANTEE!

CHECK THESE SPECIAL FEATURES ON TODAY'S ONLY BRAND NEW PHONOGRAPH

- **Exclusive Turning Mechanism. Plays both sides of record and cuts record costs in half.**
- **New Type Amplifier—True "Ear-Line" projection!**
- **Magical Multi-Color Change!**
- **Non-Robbing Selector!**
- **Beautiful Streamlined Models!**
- **Magnifying Title Holders!**

MODEL 301 $525 F.O.B. FACTORY

— Now —

3 GREAT BRANCHES

To Serve You

Amplifying our service to the operators in the West, we have opened a new and modern branch in San Francisco. If you have not already visited us, we sincerely invite you to come in and get acquainted on your next visit to the Bay area. You'll find a warm welcome awaits you . . . and it will be a privilege to show you just what California Amusement offers to help you efficiently maintain your equipment in top working condition.

The repair and maintenance departments at all three Branches are the finest and best equipped shops on the Coast and each is manned by mechanics and engineers of proven worth on various types of coin-controlled equipment.

We invite you to make California Amusement a visiting habit when you are in San Francisco, Los Angeles or San Diego. Our branches are established to serve you and are staffed with individuals determined to merit your good-will, aid in the solving of your maintenance problems, and guard your welfare at all times. To these principles they are committed, and your first visit to any one of our branches will convince you of our sincerity.

"THE FASTEST GROWING COIN MACHINE HOUSE IN THE WEST"

CALIFORNIA AMUSEMENT COMPANY

EXCLUSIVE DISTRIBUTORS FOR AUTOMATIC MUSIC INSTRUMENT CORPORATION IN CALIFORNIA, NEVADA, ARIZONA AND THE HAWAIIAN ISLANDS

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Michigan Operators Unite

DETROIT—The Michigan Automatic Phonograph Operators' Association is the name of a new organization incorporated here as a non-profit trade association to serve the operators of the state.

New association replaces the United Music Operators of Michigan which has disbanded. MAPOA officers are: Joseph Brilliant, president; Anthony Sirocuse, vice president; and Gebhart M. Patton, secretary-treasurer. Victor De Schryver and Albert Schweitzer join the three officers to constitute the board of trustees.

Offices have been opened at 1424 Maccabees Building in the middle of the city. Elizabeth Lund has been appointed office manager.

Brilliant states the MAPOA will promote the highest standards of fair practice and fair competition in the industry. "We expect to have more cooperation than ever before. There are now 85 members, representing 98 per cent of the phonographs in the city, and 95 per cent of all operators in the city," he declared.

Majestic Sets Production

NEW YORK—Majestic Record Co., latest entry into the rapidly expanding family of platter makers, has announced it will start with a 50,000 record-per-month minimum production. New disc has been tagged "Majestic" and distribution will be handled by factory branches in New York, Philadelphia, Chicago, Boston and Pittsburgh. Additional distributors are in Detroit, Los Angeles and Cleveland. These are the same distributing outlets Eli Oberstein had for his "Hit" label before his deal with Majestic.

Sells 17,000 Records

LOS ANGELES—Somewhat of a sales record was rung up by Jack Gutshall on March 1st when he booked orders for a total of 17,000 records in a few hours with phonograph operators in San Francisco. Gutshall had his records on the phonographs at the opening of the S. F. branch of California Amusement Co. and closed his order book in late afternoon suffering from writer's fatigue at writing so many orders.

Joyce Leaves RCA Victor

CAMDEN, N. J.—Tom Joyce, general manager of the radio, phonograph and television department of RCA-Victor Division of RCA has announced his resignation after 23 years of service. He will reveal a new connection after April 1st.

MUSIC DESTINY

(Continued from Page 33)

basis. This profit-taking, however, has created a lethargic attitude on the part of some operators toward their locations. It is these operators who should heed the warnings of things to come, for it is they whose business will be disrupted when the war is over and new equipment is once more available. Their failure to properly merchandise their business under war-time conditions will lay them wide open to competition, for the location will have nothing but ill will for the operator, with memories of his apathetic manner and his poor service under these conditions.

The sales-wise operator is today building a bulwark against these happenings by going out of his way to build good will. Don't sell yourself a bill of goods, Mr. Operator. Don't say it can't happen here. It can, and to you, if you don't protect yourself in advance. Let the example set forth by the various manufacturers and distributors in building good will be your guiding light. Maintain the morale of your location and of your location's customers by building good will. It will pay you in the long run.

TUBES and PARTS
for the Coin Machine Industry

2A3	$1.95	6SQ7-GT	$1.10	.005 MFD 600 vlt...	$ .16	500 Ohm 10 wt...	$ .38
2A4G	2.35	6X5-GT	1.00	.01 MFD 600 vlt...	.16	1500 Ohm 10 wt...	.38
5U4G	1.00	25L6-GT	1.10	.02 MFD 600 vlt...	.16	2000 Ohm 10 wt...	.38
5Y3G	.70	38	1.10	.05 MFD 600 vlt...	.20	3000 Ohm 10 wt...	.38
5Z3	1.10	41	.85	.1 MFD 600 vlt...	.24	4000 Ohm 10 wt...	.38
6C6	1.00	45	.80	.25 MFD 600 vlt...	.36	5000 Ohm 10 wt...	.38
6H6-GT	1.10	75	.85	.5 MFD 600 vlt...	.48		
6J5	.90	76	.90	8 MFD 450 wv..	.75		
6K7G	1.10	79	1.60	16 MFD 450 wv..	1.10		
6L6G	1.95	80	.70	30 MFD 450 wv..	1.45		
6SC7	1.30	2051	2.30	8 MFD 500 wv..	1.05		
6SJ7	1.10			16 MFD 500 wv..	1.60		

3000 Ohm 25 Watt Variable Resistor for Chicken Sams $ .95

CE-23 Photo Cells for Ray Guns.....$1.70

All Tubes Standard Brands—Original Cartons—No Substitutes

WE CANNOT SUPPLY TYPE 30 OR 1B5/S25 TUBES BUT CAN FURNISH THE FOLLOWING

ADAPTERS and the EQUIVALENT TUBES

1H4G to 30 Adapter.....$ .85
1H4G Tube (30 Equivalent).. 1.00
1H6G to 1B5/25S Adapter....$ .85
1H6G Tube (1B5/25S Equiv.) 1.30

Attention SEEBURG Operators

Diode Meter for Frequency Alignment of Seeburg Wireless Bar Boxes, Wall Boxes, Transmitters

Line up your Seeburg Systems with this General Electric meter with 2 ranges (0-150 and 0-1500 micro-amperes), complete in case with push-button sensitivity control and phone plug.....$14.50

Increase the signal from those weak Bar-O-Matics and Wall-O-Matics with new 12 MFD 250 volt condensers, each.....$ .80

FOR BALLY RAPID FIRE AND DEFENDER GUNS

Replacement Gun Shutter Coil $1.25
Plug-in, Vibrator type 3000 Ohm Hit Relays.... 3.00

SPEAKERS

12 in. P.M. (12 oz. mag.)..$9.50
8 Ohm 15 wt. L pad for Control of Speaker Vol. 3.25

Immediate Delivery

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Order Your Supply of
New BENNETT "TOP LINE" 3000-4000 PLAY NEEDLES
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PROGRAM STRIP SHEETS
20 to sheet—printed 2 sides—maroon strip dividing. Perforated with special perforation which holds tight while typing, tears with snap of finger.
$5.00 PER M
Quantity Prices on Request
— SEE —
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DISTRIBUTOR
1503 West Pico Los Angeles 15

Capehart Pleased With Tribute From Western Coinmen

by H. L. MITCHELL

(EDITOR'S NOTE: The following article by H. L. Mitchell, former assistant editor of THE REVIEW, *now in Washington, relates interesting incidents when he presented Senator Capehart with a handsome parchment hand-illuminated tribute in behalf of 35 of Homer's closest friends in the Coin Machine Industry in the West. A photo of the parchment and an article concerning its preparation, appeared in last month's issue.)*

WASHINGTON, D. C. — Washington's birthday had been rainy for most of the day, but by a little after five the sun was trying to make a tardy appearance and I was ready to make an early appearance at the office of Homer Capehart, the Senator from Indiana. I had a definite mission to fulfill on Capitol Hill at that hour of the day. I was delivering in person, on behalf of the West's coin machine men, a handsome parchment paying tribute to the achievement of one of the industry's leaders.

The Senator's suite of offices, 405 in the Senate Office Building, was easy to find and a few minutes before the appointed 5:30 I was seated in a comfortable leather chair visiting with Mr. Yount, Mr. Capehart's executive secretary, and admiring the pretty blonde secretary-receptionist from Connersville who shared the outer office. Voices coming through an open door indicated a conference in progress in the room at the right. The room at the left, I was told, was the Senator's private office.

On the dot of 5:30 Senator Capehart came in from the hall. He'd made a hurried trip out to see a house, in houseless Washington, so that he could bring his family on to be with him. Houses in the Nation's Capitol are no easier for legislators to acquire than for anyone else, and this had proved to be a false alarm.

His greeting was as cordial as every coin man remembers it, and he invited me to follow him into his office. I did, and while he was getting out of his overcoat I looked around. The high-ceilinged room was cream-colored; heavy gold cords held back the winey-red drapes which framed the big window; the chairs in here were leather, too, and the two desks—the Senator's and another secretary's—were handsome in their polished mahogany. This, indeed, was a fitting place for one of our legislators.

Then I looked at the man himself. It had been some years since I'd seen him, but I remembered him well. I told him I thought he'd changed a little—that he'd added a bit of dignity—and he laughed heartily. Solidly built, substantial in appearance, he looked exactly what he is—a Senator and an executive. The two make an excellent combination and one gets the impression that if Congress is to be streamlined it needs more men like Senator Capehart to fill the desks in the Capitol.

The phrase "Coinman into Congressman" popped into my mind and I thought of how impossible such a transition would have

CAPEHART SENDS THANKS

Dear Paul:

Thanks a million for that wonderful, wonderful scroll you and the others sent me.

Sergeant Mitchell delivered it Thursday and not only is it beautiful to look at, but the sentiment expressed made a profound impression upon me.

When you come to Washington, I want you to make my offices here your headquarters. If I can do anything for you at any time, don't hesitate to advise me.

Sincerely,
(Signed) Homer

OPERATOR'S FRIEND
OIL
THAT REALLY LUBRICATES
Can't gum. Especially for Coin machines. A few drops will save many service calls.
1 OZ. BOTTLE 59c
— SEE —
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KING COLE TRIO
105 { "I'm Lost" / "Pitchin' Up a Boogie"

HOLLYWOOD'S FOUR BLAZES
108 { "That's a Good Little Old Deal" / "Love Will Bloom in Paris This Spring"

TIMMIE ROGERS
107 { "Bring Enough Clothes for Three Days" / Herb Jeffries singing: / "At Least You Could Save Me a Dream"

110 { "The Big Leg Mama's Fine" / "I Never Had a Dream To My Name"

KING COLE TRIO RECORDS and all EXCELSIOR RECORDS are available now in quantities. We deeply regret our inability to promptly fill past orders but improved supply conditions of necessary materials will permit us to fill all orders as rapidly as received within the next 30 days.

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CALL ON OUR SERVICE

Don't let the manpower shortage affect you to the point where your Service Department can't keep your equipment on location and in action all the time. Before it reaches that point, call on us. We have the men, most of the parts and enough ingenuity to keep your phonographs, by one means or another, playing at their best.

WOLF SALES COMPANY

Exclusive WURLITZER *Distributors*

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO
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been a few years ago. For Homer Capehart it has been natural and apparently easy.

When the pleasantries were over I drew out from its protective envelope the soft maroon suede folder and opened it. I told Mr. Capehart that I was conveying to him in this form the sincere tribute of his many good friends on the West Coast, men who had grown with and helped the industry to grow, just as the Senator had. I spoke of their delight in seeing one of their colleagues achieve the distinction of election to the United States Senate, and then I let the parchment speak for itself.

Senator Capehart's face bespoke his pleasure in the greeting, and his eyes lighted as they took in the beautiful hand-illumination which made the large, folded sheet look like a page out of some ancient manuscript created in a monastery during the dark ages when there were few men to hold learning aloft.

"My God, it's beautiful!" the Senator declared. He said it three or four times in quite open sincerity. Then he read the names of those who had signed the tribute, read them aloud and seemed to be picturing each of them. "Yes, I know all of them well," he declared. "They're a great crowd."

His eyes went back to the gold and colored letters and to the striking border, and he said again, "It's beautiful," and softly, "A fine bunch of men."

A secretary came and laid a stack of correspondence to be signed on a corner of Mr. Capehart's desk, and she paused to admire the fine workmanship of the greeting.

He asked if he might sign some of the letters and, telling him I didn't mind, I asked if it was a typical day's work. He said it was not unusual to get as many as five or six hundred pieces of mail from constituents in a single day. Every letter, he said, is answered. . . . Something that can't be said for all the rest of our legislators. Letters which express views akin to Senator Capehart's are acknowledged with appreciation for the interest and logic of their presentation; those which differ markedly from his views get a note of thanks for the opinion of the writers. But never does the Senator indicate in any way, to any one, how he will vote in any issue. For those who are interested, the "Congressional Record" and the daily press record the result of his vote—afterwards.

What plans the Senator may have for introduction of legislation likewise remain his own secret. That he was elected as a Republican is well known. That he is serious about his new work, and completely sincere, is evident. That he will speak on behalf of the industry out of which he came, and in which he still holds a tangible interest, may be taken for granted. As for his philosophy of government—the record, too, will show that; it should be intensely interesting to watch.

I rose to leave; there were still more letters to be signed, and at six o'clock there were two other callers waiting in the outer office.

The Senator had asked about my health and whether there was anything he could do for me. I thanked him, and told him there wasn't. He urged me to come again, thanked me for bringing the greetings of his Western friends.

"They'll be hearing from me," he said.

DURA-HEAT

Electric Soldering Iron.
Underwriters Lab. Approved.
Extra fine for operators.
Guaranteed

100 Watt.....$7.95

Write for prices on other sizes

—— SEE ——

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

FOR SALE!

1 PHOTOMATIC, some frames and chemicals.....$1,000.00
3 PANORAMS .....each 350.00

$2,000.00 for the lot

All late models, in A-1 shape and ready to go on location.

Write, 'Phone or Wire

NEVADA COIN MACHINE EXCHANGE
211 N. Virginia Street Reno, Nevada
Phone 22603

MORE PROFITS TO YOU!

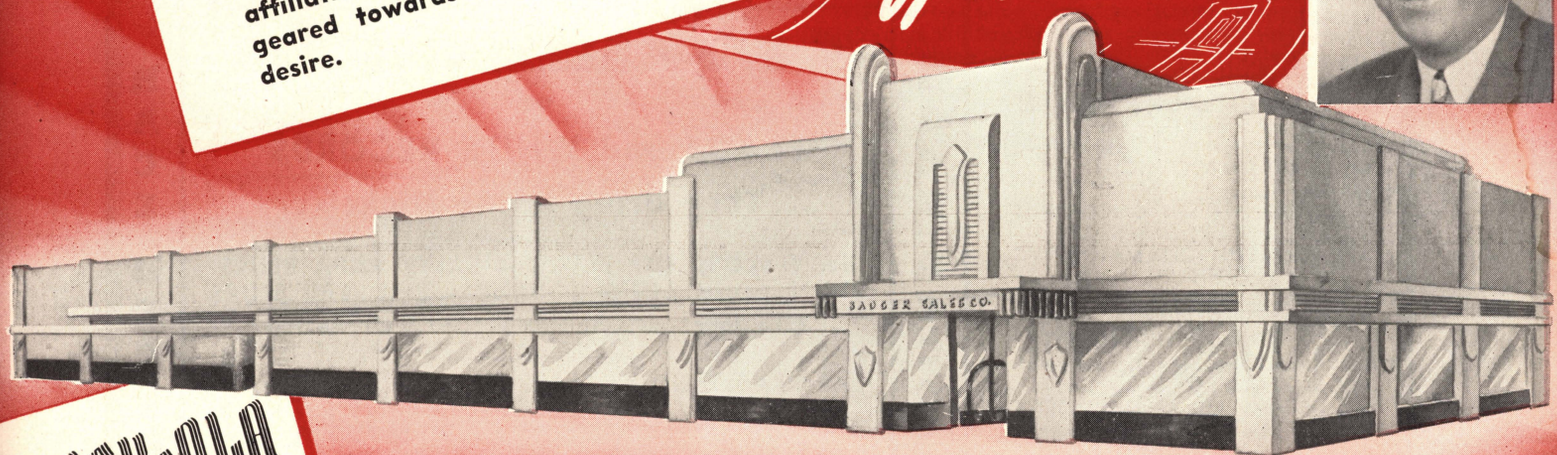
...Here are some of our Post War Plans

In that great Era to follow the return to normalcy after the war, Badger Sales Co. will emerge with definitely amplified plans to serve the operators with an unparalled service in the West.

We have already acquired a large building in a strategic position on "Coin Row" and when restrictions are lifted, the building will be transformed into one of the most impressive jobbing and distributing establishments in the nation—splendidly appointed with service refinements that will establish a new high in Coin Machine Circles. The sketch herewith conveys an artist's idea of the facade of our new home.

We appreciate the part we have been privileged to play in supplying you with equipment in the past; and look forward eagerly to a continuation of our friendly affiliation in the future. All our plans are geared towards the fulfillment of such a desire.

NEW HOME OF THE *Phonograph of tomorrow*



ROCK-OLA

RMC

DISTRIBUTORS
So. California & So. Nevada

SOME *ROCKOLA* PARTS AND ACCESSORIES NOW IN STOCK

The **BADGER SALES Co.**

1612 WEST PICO BOULEVARD
LOS ANGELES 15, CALIFORNIA

LONG LIFE ★ KIND TO RECORDS ★
PERMO POINT ROUND
ECONOMICAL ★ SERVICEABLE
The very best for COIN MACHINES
Permo Point Round and Permo Point Elliptical needles at your Decca, RCA Victor, or Columbia distributor.

PERMO, Incorporated

6415 Ravenswood Ave., Chicago 26

The original and world's largest manufacturer of longlife phonograph needles.

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

CAPITOL

4★ 183 Johnny Mercer—Jo Stafford
I'M GONNA SEE MY BABY (FT VC)
CANDY (FT VC)

3★ 184 Martha Tilton
STRANGER IN TOWN (FT VC)
I SHOULD CARE (FT VC)

5★ 185 Pied Pipers
DREAM (FT V)
TABBY THE CAT (FT V)

4★ 186 Johnny Johnston
WHAT A SWEET SURPRISE (FT VC)
MY HEART SINGS (FT VC)

4★ 187 Stan Kenton
EV'RY TIME WE SAY GOODBYE (FT VC)
ARE YOU LIVIN' OLD MAN (FT VC)

HIT

3★ 7126 Three Suns
ALL OF MY LIFE (FT VC)
SHAGA, SHUGA, SHUFFLE (FT)

4★ 7128 Louis Prima
THE BLIZZARD (FT)
MY DREAMS ARE GETTING BETTER ALL THE TIME (FT VC)

VICTOR

4★ 20-1641 Phil Moore Four
MY DREAMS ARE GETTING BETTER ALL THE TIME (FT VC)
A LITTLE ON THE LONELY SIDE (FT VC)

4★ 20-1639 Erskine Hawkins
REMEMBER (FT VC)
TIPPIN' IN (FT)

3★ 10-1136 Thomas L. Thomas
MORE AND MORE (V)
ANY MOMENT NOW (V)

4★ 20-1625 Tommy Dorsey
I SHOULD CARE (FT VC)
PLEASE DON'T SAY NO (FT VC)

4★ 20-1626 Lena Horne
I AIN'T GOT NOTHIN' BUT THE BLUES (FT VC)
AS LONG AS I LIVE (FT V)

4★ 20-1633 Four King Sisters
CANDY (FT V)
SATURDAY NIGHT (FT V)

4★ 20-1624 Sammy Kaye
JUST A PRAYER AWAY (FT VC)
ALL OF MY LIFE (FT VC)

4★ 20-1640 Tony Pastor
I GOT A SONG (FT V)
HENCE, IT DON'T MAKE SENSE (FT V)

4★ 20-1643 Hal McIntyre
SENTIMENTAL JOURNEY (FT)
I'M GONNA SEE MY BABY (FT VC)

Clemons Operating Music

DETROIT—Music Service Co. has been formed by Eddie Clemons to engage in the operating of automatic music. Firm has acquired a route of 150 machines from James Ashley and opened headquarters at 2633 Woodward Avenue.

Clemons, former president of the United Music Operators of Michigan, had been inactive in coin machine circles since disposing of his operations to Phil Berman and Al Schweitzer last fall. Theodore Gillies, in the music business for the past 18 years, has been named manager of Music Service Co., by Clemons.

IF YOU WANT TO SELL
Any Type of Coin-Operated Equipment
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

RACE RECORDS RACE RECORDS

4 FAST SELLING SIDES
on
***BLACK and WHITE* RECORDS**
...They Bring in the Nickels...

BW 9 BLOW TOP BLUES — SALTY PAPA BLUES
BW 10 LONG LONG JOURNEY—EVIL GAL BLUES
Etta Jones with Barney Bigard & Orchestra

AVAILABLE NOW—MAIL YOUR ORDER TODAY
$1.05 Per Record—Minimum Order 25 Records
Send Check or Money Order Only

JOHN WADE, INC.
Shaker Square Cleveland 20, Ohio

RACE RECORDS RACE RECORDS
RACE RECORDS RACE RECORDS

Here's Your Order Blank For The TOP TUNES OF THE DAY!

TITLE STRIPS

27 ON A SHEET FOR EASY HANDLING IN A TYPEWRITER

	Per M Sheets	Your Net Cost
1,000	$7.50	$ 7.50
5,000	6.00	30.00
10,000	5.00	50.00
30,000	4.00	120.00

Easy "Snap" Perforation Fine Quality Bristol Stock. Stays Together While Typing.

Order now for future use. Bristol stock is getting scarce.

MAIN GEARS

for Wurlitzers and Seeburgs

$4.75 each

TOGGLE SWITCHES

for Packard Adapters

$1.50 each

PRIORITY NECESSARY

ADAPTER COILS

for all makes of Adapters

•

ORDER

Please ship the following records:

Quan.	No.	Label	Title	Artist
.....	203	Exclusive	Please Believe Me	Frank Haywood and Tuck Tip Tiny Trio
			So Glad	
.....	202	Exclusive	I Wonder	Dan Grissom
			Skyline	Red Callender Trio
.....	201	Exclusive	How Come	Leon Rene
			Ev'rything About You Appeals to Me	Red Callender Trio
.....	105	Excelsior	I'm Lost	King Cole Trio
			Pitchin' Up A Boogie	King Cole Trio
.....	107	Excelsior	Bring Enough Clothes for Three Days	Timmie Rogers
			At Least You Could Save Me A Dream	Herb Jeffries & Eddie Beal Trio
.....	108	Excelsior	That's A Good Little Old Deal	Hollywood Four Blazes
			Love Will Bloom in Paris This Spring	Hollywood Four Blazes
.....	110	Excelsior	The Big Leg Mama's Fine	Hollywood Four Blazes
			I Never Had A Dream to My Name	Hollywood Four Blazes
.....	666	Preview	Someone Over Here Loves Someone Over There	Four Tones
			Hey, What You Say	Four Tones
.....	668	Preview	Two Tears Met	Four Tones
			Satchel Mouth Baby	Four Tones
.....	1	Gilt Edge	I Wonder	Cecil Gant
			Cecil's Boogie	Cecil Gant
.....	2	Gilt Edge	Wake Up Cecil, Wake Up	Cecil Gant
			Boogie Blues	Cecil Gant
.....	3	Gilt Edge	Put Another Chair at the Table	Cecil Gant
			Cecil's Boogie No. 2	Cecil Gant
.....	4	Gilt Edge	I'll Remember You	Cecil Gant
			Cecil's Mop Mop	Cecil Gant
.....	100	Atlas	FST	King Cole Trio
			My Lips Remember Your Kisses	King Cole Trio

ALL ABOVE RECORDS 65c NET, f.o.b. Los Angeles

.....	290	Musicraft	Hipster's Blues	Harry Gibson
			Handsome Harry the Hipster	Harry Gibson
.....	314	Musicraft	Schubert's Serenade	Herman Chittison Trio
			There's Beauty Everywhere	Herman Chittison Trio
.....	317	Musicraft	This Heart of Mine	Teddy Wilson Trio
			Ev'rytime We Say Goodbye	Teddy Wilson Trio
.....	103	Exclusive	Here's Hoping	Herb Jeffries
			You Are My Darlin'	Herb Jeffries

PRICE TO TRADE: 49c net, f.o.b. Los Angeles

.....Records at 65c each.....$.....

.....Records at 49c each.....$.....

Total.....$

To be shipped to:

Name.....

Address.....

City.....Zone.....State.....

TERMS: 50 percent deposit must accompany your order unless you have made other arrangements. Orders shipped in same order received.

CLIP AND MAIL THIS ORDER TO

JACK GUTSHALL DISTRIBUTING COMPANY

Exclusive Packard Distributors

1870 West Washington Blvd. ROchester 2103 Los Angeles 7, Calif.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

REVIEW MUSICAL POPULARITY POLL

MARCH, 1945

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. Rum and Coca-Cola
   Andrews Sisters—Decca
2. Ac-cent-tchu-ate the Positive
   Johnny Mercer—Capitol
3. Don't Fence Me In
   Crosby-Andrews—Decca
4. A Little on the Lonely Side
   Guy Lombardo—Decca
5. Saturday Night Is the Loneliest Night in the Week
   Frank Sinatra—Columbia
   Four King Sisters—Victor
6. My Dreams Are Getting Better All the Time
   Phil Moore Four—Victor
   Louis Prima—Hit
7. Candy
   Louis Prima—Hit
8. I'm Beginning to See the Light
   Duke Ellington—Victor
   Harry James—Columbia
9. Dream
   Pied Pipers—Capitol
10. There! I've Said It Again
    Vaughan Monroe—Victor

On Radio—

1. Don't Fence Me In
2. I Dream of You
3. There Goes That Song Again
4. Twilight Time
5. Confessin'
6. Evelina
7. More and More
8. Sweet Dreams, Sweetheart
9. A Little on the Lonely Side
10. Saturday Night Is the Loneliest Night in the Week

Best Selling Sheet Music—

1. A Little on the Lonely Side

7¢ PER POUND FOR SOLID SCRAP | CHAS. E. WASHBURN CO. | 7¢ PER POUND FOR SOLID SCRAP

IMPORTED MEXICAN MUSIC

COIN MACHINE REVIEW 42 FOR APRIL 1945

LATE POPULAR SELECTIONS
IN STOCK

2104 CUANDO QUIERE UN MEXICANO—Cancion
EL SUENO—Cancion
Pedro Infante Con Mariachi
2105 NOCHE PLATEADA—Cancion
MI CHANGUITA—Cancion
Pedro Infante Con Mariachi
2049 MI VIRGEN RANCHERA—Cancion
MI CASITA DE PAJA—Cancion
Martin y Malena—con Mariachi
2029 SE FUE MI AMOR—Cancion
EL BRAVERO—Corrido
Martin y Malena—con Mariachi
2074 HOJA SECA—Bolero
NO ME PREGUNTES ADONDE—Bolero
Salvador Garcia con La Orquesta Garrido
2026 NOSOTROS—Cancion Bolero
COMO EL BESAR—Cancion Fox
Gaby Daltas con La Orquesta Garrido
1982 ANGUSTIA—Danzonette
LINDA MUJER—Son
(Recently Released Under the American Title "You Never Say Yes")
Miguel Aceves Mejia con La Orquesta de Juan S. Garrido
2080 SUPLICA RANCHERA—Corrido
EL BRACERO—Corrido
Martin y Malena—con Mariachi

VERY FINE BOLEROS
NOW AVAILABLE

1924 SE MUY BIEN QUE VENDRAS—Bolero
TE QUIERES IR—Cancion
Tona La Negra con La Orquesta Fajardo
1976 NO VOLVERE—Beguine
YA LO VERAS—Bolero
Tona La Negra con La Orquesta Fajardo
1987 AMARGURA—Bolero
NO SE CUANDO—Bolero
Julio Flores con La Orquesta Garrido
1996 BESAME MUCHO—Cancion Blues
SOLAMENTE UNA VEZ—Cancion Bolero
Manolita Arriola con La Orquesta Garrido
1941 ME GUSTAS MUCHO—Bolero
QUE MAS ME DA—Bolero
Tona La Negra con La Orquesta Fajardo

OLD FAVORITES - ALWAYS POPULAR

1770 AY JALISCO NO TE RAJES—Cancion
(Recently Released Under the American Title of "The Three Caballeros")
LOS TARZANES
Manolita Arriola—con Mariachi
1831 OYE VALE—Cancion
DOS CORAZONES—Cancion
Martin y Eloisa—con Mariachi
1873 LA FERIA DE LAS FLORES—Cancion
ASI SE QUIERE EN JALISCO—Cancion
Manolita Arriola—con Mariachi
1938 NOCHES ETERNAS—Corrido
LOS LAURELES—Cancion
Martin y Eloisa—con Mariachi
1954 TRAIGO MI 45—Corrido
CORRIDO DE LAS BRAVUCONES
Fernando Rosas—con Mariachi
1962 SE QUE QUIERES VOLVER—Cancion
DOS PAJARILLOS—Corrido
Pedro Infante—con Mariachi
2000 SOLDADO RASO
EL DURAZNO
Pedro Infante—con Mariachi
1945 CUATRO VIDAS—Cancion
NO HAGAS POLVO—Cancion
Martin y Eloisa—con Mariachi
1984 POR UN AMOR—Cancion
EL TOPETON—Cancion
La Torcacita—con Mariachi
1991 TU QUE DIJISTE—Corrido
EL CABALLA ENSILLADO—Corrido
Martin y Eloisa—con Mariachi
1903 EL BARRILITO—Polka
(A Very Fine Record of "The Beer Barrel Polka")
CUATRO VIDAS—Polka Fox
Orquesta de Los Hnos Dominguez
1999 EL HIJO DESOBEDIENTE—Corrido
DE CUANDO EN CUANDO—Cancion
Martin y Malena—con Mariachi
1997 HUMANIDAD—Cancion Bolero
LA CITA—Corrido
Hermanas Hernandez—con La Orquesta de Juan S. Garrido
2047 NADA GANO CON QUERERTE—Cancion
ACA NOMAS—Cancion
Martin y Malena—con Mariachi

And Many Other Fine Popular Rancheras, Boleros, etc.

RODEO RECORDS

2001 WE'LL HAVE A RODEO IN TOKYO, AND A ROUND-UP IN OLD BERLIN
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2001 IT'S TOO LATE TO SAY YOU'RE SORRY NOW
By Walt Shrum and his Colorado Hillbillies
2002 TIE A SADDLE STRING AROUND YOUR TROUBLES
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2002 DRY YOUR EYES
By Walt Shrum and his Colorado Hillbillies
2003 DON'T SWEETHEART ME
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2003 THERE'S A TEAR IN YOUR EYE
By Walt Shrum and his Colorado Hillbillies
2004 I LOST YOU
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2004 I'LL BE AROUND SOMEWHERE
By Walt Shrum and his Colorado Hillbillies
EXCELLENT NUMBERS BY OZIE WATERS
Rodeo's Singing Star
2005 MY HEART'S IN THIS LETTER
ARKANSAW SWEETHEART
By Ray Wade and his Rhythm Riders
2006 YOU CAN'T GIVE ME BACK MY HEART
I DON'T CARE ANY MORE
By Ray Wade and his Rhythm Riders

PEERLESS DISCOS

7¢ PER POUND FOR SOLID SCRAP | PEERLESS DISCOS • RODEO RECORDS | 7¢ PER POUND FOR SOLID SCRAP

1511 WEST PICO BLVD. • LOS ANGELES 15, CALIF.
FE. 1171 —— EX. 3404

2. My Dreams Are Getting Better All the Time
3. Ac-cent-tchu-ate the Positive
4. Rum and Coca-Cola
5. Don't Fence Me In
6. Saturday Night Is the Loneliest Night in the Week
7. Sweet Dreams, Sweetheart
8. Sleigh Ride in July
9. More and More
10. I Dream of You

Best Selling Records—

1. Rum and Coca-Cola (Andrews Sisters) Decca 18636
2. Don't Fence Me In (Crosby-Andrews) Decca 23364
3. Ac-cent-tchu-ate the Positive (Johnny Mercer) Capitol 180
4. Candy (Mercer-Stafford) Capitol 183
5. Cocktails for Two (Spike Jones) Victor 20-1628
6. I'm Beginning to See the Light (Harry James) Columbia 36758
7. A Little on the Lonely Side (Frankie Carle) Columbia 36760
8. I Dream of You (Tommy Dorsey) Victor 20-1608
9. Dream (Pied Pipers) Capitol 185
10. Saturday Night Is the Loneliest Night in the Week (Frankie Carle) Columbia 36777

On Wired Music—

1. Rum and Coca-Cola
2. Don't Fence Me In
3. Ac-cent-tchu-ate the Positive
4. Candy
5. Sentimental Journey
6. Dream
7. A Little on the Lonely Side
8. My Dreams Are Getting Better All the Time
9. I Wonder
10. Cocktails for Two

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. Mop Mop (Louis Jordan) Decca
2. I Didn't Know About You (Duke Ellington) Victor
3. Rum and Coca-Cola (Andrews Sisters) Decca
4. I'm Lost (King Cole Trio) Excelsior
5. I'm Beginning to See the Light (Duke Ellington) Victor
6. You Can't Get That No More (Louis Jordan) Decca
7. That's a Good Little Old Deal (Hollywood's Four Blazes) Excelsior
8. Bring Enough Clothes for Three Days (Timmie Rogers) Excelsior
9. Please Believe Me (Frank Hayward) Exclusive
10. Candy (Johnny Mercer-Jo Stafford) Capitol
11. Ac-cent-tchu-ate the Positive (Bing Crosby-Andrews Sisters) Decca
12. I Wonder (Dan Grisson) Exclusive

Western Hit Parade—

Songs most requested by radio listeners to the 204th broadcast of the Western Hit Parade:

1. Farther and Farther Apart (Happy Perryman)
2. There a New Moon Over My Shoulder (Tex Ritter)
3. Jealous Heart (Happy Perryman)
4. You're Breaking My Heart (Ted Daffin)
5. We Live in Two Different Worlds (Tex Ritter)
6. Going to Build a Big Fence Around Texas (Gene Autry)
7. Love Gone Cold (Johnny Bond)
8. At Mail Call Today (Gene Autry)
9. If It's Wrong to Love You (Charlie Mitchell)
10. Hang Your Head in Shame (Bob Wills)

Lucky Strike Hit Parade—

1. A Little on the Lonely Side
2. Saturday Night
3. Ac-cent-tchu-ate the Positive
4. My Dreams Are Getting Better All the Time
5. More and More
6. Rum and Coca-Cola
7. I'm Beginning to See the Light

CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.
Phone or write today:

CLARK DISTRIBUTING CO.

DON W. CLARK, Owner
Exclusive Wurlitzer Distributors for the West Coast

SAN FRANCISCO	LOS ANGELES	SEATTLE
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930

HOLD YOUR LOCATIONS WITH WASHBURN SPECIALS

WRITE FOR PRICES

CONSOLES

Late Head Four Bells
Old Head Four Bells
Lucky Lucres
1941 Bangtails
25c Bally Roll 'Em
Royal Flush
Royal Draw
Paces Reels
Paces Saratoga
5-25c Super Bell conv.
Club Bells
5c Super Bell conv.
Roletto Jr.

ONE BALL FREE PLAY

Longacres
Thorobreds
Derby '41
Club Trophy
Track Record
Whirlaway—New
Track Record conv.
Sportsman
Pacemaker—cash
Hawthorne—cash

1 ABT 7-Gun RIFLE RANGE
Guaranteed like new.
WRITE FOR PRICE

SLOT MACHINES

5-10-25-50c Blue Fronts
5-25c Original Chromes
5-10-25c War Eagles
5-10-25c Roman Heads
5-10-25c Jennings Chiefs
5c Extraordinarys
5c Futurities
5-25c Cherry Bells
5-25c Brown Fronts
5c Glitter Gold Q. T.'s
5c Mills Club Extraordinary—Original
All slot machines overhauled and refinished

ARCADE EQUIPMENT

Rapid Fire
Chicken Sams converted
Keeney Anti Aircrafts
Radio Rifles
4 Panorams converted to Peek Shows

200 reconditioned and overhauled free-play five ball marble tables from 27.50 to 115.00. Write for list and price.

Abbott Electric Coin Counter—counts and wraps 1-5-10-25-50-1.00—on stand—new

Standard Johnson Electric Coin Counter, separates and counts into drawers, does not wrap 1-5-10-25-50c

CHAS. E. WASHBURN COMPANY

1511-1513 West Pico Blvd. (EX 3404) Los Angeles 15, California

Expert

PHONOGRAPH SERVICE

We Repair Any Make of Coin-Operated Phonograph

There is no shortage of experience—we have trained men, thoroughly familiar with the mechanics of every type of phonograph, to keep your machines in tip-top working condition. We also have the parts for replacements when necessary.

E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd. Los Angeles 15, Calif.

DRexel 2341

Exit the Old—Enter the New

By Fred Gaunt

of General Music Company, Los Angeles

The war months have wrought drastic changes in many a field. Old ideas have been shelved, new ideas have come to the fore; new ways of doing old chores are ever in evidence and the same holds true in the Coin Machine field—and in the years to come after peace is again established, we'll see an industry peopled by respected citizens in all parts of the nation and rid of the undesirable tags of "racketeers", "slot crooks" and the like.

In my opinion the Coin Machine Operator is coming into his rightful place in the scheme of things. In the era ahead he will have the recognition he deserves and will take his place along with those in other fields as a respectable business man.

Today even the smallest operator has his part-time accountant and tax expert, keeps a careful check on costs and operating expenses and trends, and perfectly understands financing in all its forms.

Then, too, he has become more polished in his salesmanship and contact with locations; is better dressed and less flamboyant; refers to his locations as "accounts" instead of the slang-tag "spots" and has generally polished his overall attitude towards his business and the firms he serves. His war record has been magnificent. He has contributed substantially to every drive that would aid our fighting men. Many have given up lucrative operations to enter the service. Those remaining at home have given unstintingly of their time, purchased bonds in enormous quantities, donated blood, and donated machines to hospitals and camps. Others have served on ration boards and selective service boards in addition to other multiple activities. Yes, this Industry has written a noble chapter of cooperation in the general effort in the war months . . . and due cognizance is bound to fall upon these loyal members of a great industry.

No one knows what kind of machines we will have after the war. But we do know we will have men that have proven their worth when things were really tough. They cannot be easily forgotten. They sacrificed and made the best of what was available and gave conclusive proof that the men in the Coin Machine Industry have the "will to do" regardless of hardships and handicaps. So in the bright new future it can be definitely certain that no problems will present themselves that these men cannot do battle with—and emerge victorious. And this is true of the jobbers and distributors in our industry, too!

Disc Suit Dismissed

LOS ANGELES—"I Wonder" by Cecil Gant on Gilt-Edge may be a popular tune but it isn't adding anything to the bank account of Bronze Record Co. for a decision in Superior Court tossed out the Bronze claim to a slice in the profits coming in to Richard Nelson and his Gilt-Edge outfit.

Bronze claimed to have signed Gant and Gilt-Edge's agreement was subsequent. The Court, after hearing testimony, decided in favor of Gilt-Edge.

If You Want to Buy

COIN WRAPPERS, COIN CHUTES and SUPPLIES

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

TUBES AND NEW ACCESSORIES

FOR COIN OPERATED PHONOGRAPHS

NEW ACCESSORIES

Front Glass 61 Counter Model	$1.35	Power Transformers. All Models	$7.00
Front Glass 71 Counter Model	.90	Electric Soldering Irons	2.00
Needle Screws, Per Doz.	1.75	Micro-Pick Ups (Metal) for Rock-Olas or Mills	4.75
OHM Resistors, 10 W., Any Size	.30	5 Ft. Shielded Wire with Posts (Both Ends), All Machines—Improves Tone of Mach.	.40
OHM Resistors, 20 W., Any Size	.50	2 Wire Rubber Covered Zip Cord. Per Ft.	.03½
8 MFG Cond. Tub. Can, 450 V.	1.50	P.M. Speakers, All Sizes, from $5.00 to	11.00
8 MFD Cond., 450 V.	.70	Micro Switches, Any Color	1.45
16 MFD Cond., 450 V., Tub. Can	1.85	Speaker Cones, All Sizes	1.50 to 2.25
Input and Output Transformers, all models	2.50		
Box 100 Carbon Resistors	2.65		

TUBES FOR THE COIN MACHINE INDUSTRY

0Z4	$1.50	6C5	$1.00	12A8	$1.00	26	$ .75
1A5	1.50	6C6	1.00	12K7	1.00	27	.70
1A7	1.60	6A6	1.50	12Q7	.90	33	1.00
1H4	1.00	6B5	1.95	12SK7	1.00	38	.95
1H5	1.30	6F6	.90	12SR7	1.30	41	.85
1LA4	2.35	6J5	.75	12Z3	1.00	43	1.10
1LN5	2.35	6H6	1.10	14A7	1.60	45	.80
1N5	1.60	6K7	1.10	14C7	1.40	46	1.10
1P5	1.60	6L6	1.35	25L6	1.30	47	1.10
1Q5	1.60	6Q7	1.10	25Z5	1.00	56	.80
2A4G	1.85	6SC7	1.00	25Z6	1.00	57	.90
2A3	1.60	6SK7	.85	35A5	1.30	76	.85
3Q5	1.60	6SL7	.75	35L6	1.00	77	.90
5V4	1.50	6V6	.60	35Z3	1.30	78	.90
5U4G	1.00	6X5	1.00	35Z5	.85	79	1.40
5W4	1.00	2051	2.25	50L6	1.10	80	.70
5Y3	.70	117L7	2.35	50Y6	1.10	83	1.10
5Z3	1.00	117Z6	1.60				

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!
SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes, because we cannot ship critical tubes only.

Deposit required with all orders!

WE HAVE A FULL LINE OF RADIO PARTS, MOTORS FOR WURLITZER AND ROCK-OLA. PICK-UP HEADS FOR SEEBURG. SPEAKERS, AMPLIFIERS, TRAYS, ETC. A-1 CONDITION AT REASONABLE PRICES.

ALBENA SALES CO.

587 10th Ave., N. Y. C.
Longacre 5-8334

The TROUBLE SHOOTER

A Special Service Department intended to aid operators in their maintenance problems under wartime conditions. All material supplied by Jimmie Rutter of Operators' Service, Los Angeles. Address Mr. Rutter in care of THE REVIEW on any special problems you may have. There is no charge for this service.

Packard Adaptors—500-600-700

Wurlitzer Machines.

The Packard adaptor coils are mounted below the keyboard of these machines and the coils are not below the number picked and do not match the keyboard. Lots of service men look at these coils and think the first coil to the left is number one but it is number 22. This difference is caused by the coil that throws the fingers so that they will miss the keyboard as long as there is a number on the adaptor.

When the adaptor is mounted on one of these machines it has to be timed so that the star wheel backs up enough to release the tray and the solonoid returns to its normal position.

If the machine plays continually on the same number, check to be sure that you do not have a shorted cable before you start checking the adaptor. By doing this first the service man can save time as the cables are the main source of trouble on 30 wire installations. If your cable is O.K. and the machine keeps playing a number, check the coil to see if it has burned by shorts. This can be done with a resistance meter with a low ohm scale and will show nearly a dead short if the coil has been burned. When the coil has overheated it causes the wire to melt and gets into the inside of the plunger which makes more load than the spring can pull to its normal position and causes the number to keep repeating.

If the machine plays continually and plays numbers in rotation, you should check the adaptor to see that the points (on the left end of the movable arm below the adaptor) separate after the last solonoid plunger has returned to the normal position. These points control the setting up circuit of the magazine switch and cause the machine to keep playing. This can be corrected by changing the tension of the return spring at the right end of the ram.

Trouble — Machine plays when money is inserted in boxes but picks a different number than one selected.

Remedy—This trouble may be caused by overheated coils which stick the plungers in the solonoid so that the coil can not pull the slide far enough to lock into the slot and hold it until the finger releases it or the combined tension of the solonoid return spring and the bar return spring are too much for the coil to pull.

This usually occurs more often with installations that have a long distance between the boxes and the machine. Use some of the spare wires along with the common to lower the resistance you have in your line and it will do a lot to overcome this trouble.

Packard Rotary Type Adaptors.

This style of adaptor is much like the Buckley only the pins are of a different type.

Trouble—Pins do not pull in and start machine when coin is inserted into box.

Remedy—The Packard Pin has two copper spring contacts that must make contact on each one before the machine will play. Remove the half-moon lock washer and spring contacts apart until they make a good contact. Sometimes in the operation of machines these pins are turned cross-wise and must be replaced to the correct position.

Trouble—Machine runs continually.

Remedy—This trouble can be caused by a bad toggle switch or the machine does not return the pin out enough to break the contact made by the springs.

Trouble—Machine runs until pin has been returned to normal position and then stops.

Remedy—The toggle switch may be bad or the machine is not timed so that the switch is into the carryover position in time to keep the machine running.

Check your switch to be sure that it is O.K. and if so have the common to push it into closed position before the pin has been returned to the normal position in the adaptor.

* * *

Letter to Beauty Editor: How can I stop my boy friend's hands from getting rough?

Slap them.

* * *

Quinine is the bark of a tree. Canine is the bark of a dog.

SLOT MCH. SPRING KIT
$9.75
Hi-Grade Spring Ass't
$2.50
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
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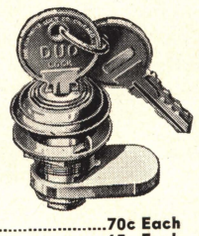
BLOCK SPECIALS!!!

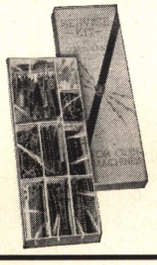
Pin Ball Bumper Stem Repair Sleeve
Thousands in use because they end bumper trouble!
Regular Size, $2.75. Package of 25
Special Size, $3.00. Package of 20.

NEEDLES!!
AEROPOINT
Our Fastest Selling Needle! 50c Each
Lots of 25, 48c Ea.; Lots of 100, 46c Ea.

MILLS MAIN CLOCK GEARS

Complete with Dogs and Springs as Illustrated.
$4.00 Each

"DUO" Registered Key Locks

Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.
Lots of 25.....70c Each
Lots of 50.....65c Each
Lots of 100.....60c Each
(Above Prices Are for Standard Length Barrels; Long Barrels, 10c Each Extra)


New Guardian Service Kit
STANDARD KIT
No. 450, $7.50 Ea.

TUBULAR COIN WRAPPERS
One Case (17,000).....60c Per M
3 Cases (51,000).....55c Per M
6 Cases (102,000).....48c Per M
15 Cases (255,000).....43c Per M
Write for Lower Prices on Larger Quantities.

Fibre Advance Bar Stops for Mills, $2.50 Each. Eliminates the Buying of a Complete Unit Which Costs $20.00 to $25.00.
Order a sample!

Phonograph and Pin Game Hand Trucks, safe and speedy. $32.50 EA.

Oval Frames for New Award Cards, $1.50 Each
NEW AWARD CARDS
6-49.....35c Each
50-99.....25c Each
100 Lots.....22c Each

PIN GAME DOORS
Bally, Genco, Chicago Coin, Gottlieb $1.50 EA.
Keeney and Exhibit.....$2.00 Each

SCOTCH TAPE
½".....$1.25 Per Roll; $12.00 Per Doz. Rolls
¾".....$1.75 Per Roll; $18.00 Per Doz. Rolls

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

MONTHLY SPECIALS **STANDARD BRANDS** MONTHLY SPECIALS

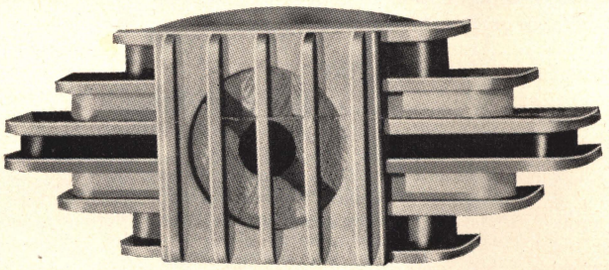
★ DEPENDABLE SUPPLIES, PARTS AND ACCESSORIES ★

ONE **PERFECT-POINT** COIN PHONOGRAPH NEEDLE

$1.00

THE PERFECT 2000 PLAY NEEDLE

Standard Brand Perfect-Point Automatic Phonograph Needles. Best in Tone Reproduction. Easy on your Records. Lots of 25, 40c. Lots of 100, 35c.

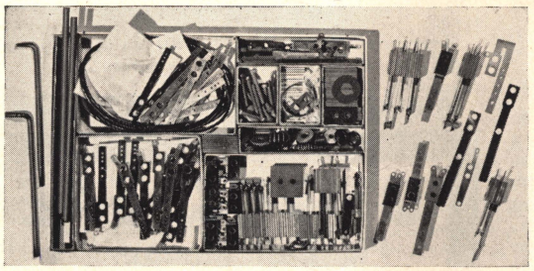


Standard Brands Hollywood Design Speaker. Perfect Tone Reproduction. Contains a P.M. 12" Speaker. Beautiful Natural Wood. Blue and Red Trim. Lacquered Outside. Dimensions, 39x18x11. Price.....$27.50

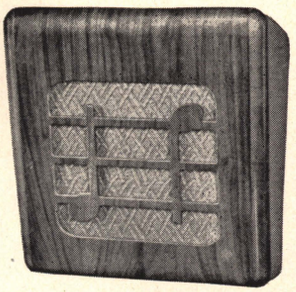
MAESTRO POINT

Maestro Point Phonograph Needles. Made for Service. 2000 Minimum Plays, 5000 Maximum Plays. Lots of 25, 30c. Lots of 100, 25c.

Standard Record Carrying Case. Holds 60 Records. Leatherette Covering. Reinforced Corners. Soft Plush Lined.....$5.95



Standard Contact Service Kit. Contains 30 Made-up Switches. Assorted 100 Silver Points. Over 450 Assorted Spring Leaves and Switch Parts. 2-Point Adjusters. Price..... $7.50



Standard Brand Speaker and Cabinet. Wedge-shaped Natural Grain Walnut. Size, 15x14½x9, with 12 Inch P.M. Speaker. Price..... $17.50

ORDER FROM NEAREST OFFICE. WRITE FOR COMPLETE LIST OF PARTS AND SUPPLIES

BADGER SALES COMPANY 1612 WEST PICO BLVD. • LOS ANGELES 15, CALIF.

BADGER NOVELTY COMPANY 2546 NORTH 30th STREET • MILWAUKEE 10, WIS.

What Assembly Bill No. 992 Means

by Geo. A. Miller

State President, C. M. O. A.

CALIFORNIA—Assembly Bill No. 992, if passed as proposed by a certain legislator, would license and tax each individual automatic phonograph or any other kind of automatic music, $6.00 a year, and place the music operators under the jurisdiction of the Board of Equalization. By the wording of this bill it would mean that the license must be paid on each particular piece of equipment, whether on location or in a warehouse. Of course this means to the Tavern Owners a cost of $30.00 a year, as well as a like sum from the individual operators.

Don't be misled into believing that the California Music Operators Association of Northern California is going to sit idly by and allow this bill to be passed. On the contrary—we are going to do everything in our power to defeat it.

This is just another way of calling the attention of all business men to the need for such organizations as the Tavern Owners' Association and the California Music Operators' Association.

We are calling upon the Tavern Owners at this particular time, for their fullest cooperation and support in defeating this bill; and even more, we are calling the attention of the Tavern Owners to the fact that there is a very small minority of music operators who do not belong to the California Music Operators or any other employers association that helps to defeat this sort of legislation. It is not necessary at this particular time to call them by name because the Tavern Owners know them full well.

The members of the California Music Operators' Association who have cooperated so closely with the Tavern Owners feel that it is about time that every music operator pay his due amount and discontinue riding free and letting the other fellow pay his way. These two or three music operators who have continued to receive the benefits that have been derived from the efforts of our members will tell you that they pay in some other manner, shape or form. No one ever hears of them around legislation time and no one ever knows where their support goes.

In the next issue of THE REVIEW I am going to call these few operators by name so that there will be no misunderstanding as to who are members and who support the organization in defeating such legislation.

There is another bill known as Assembly Bill No. 1982. Full information on this bill has not been received by the Association office. As soon as it is released, notification will be given.

Do You Need Arcade Equipment RAY GUNS or CONSOLES?

— SEE —

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Standard Parts Debut

LOS ANGELES—Standard Brand Parts is the trade name selected by William Happel, of Badger Sales, for an enlarged parts department he has established to help operators with their parts requirements.

"In this new department we'll carry only parts that may be properly classified as 'Standard Brand.' For example, we are buying Rock-Ola phonographs and dismantling them so we may have standard parts for operators. In addition, we are stocking the recognized parts and supplies from major suppliers and each month we will advertise in THE REVIEW the parts we are in a position to make immediate delivery on. New items will be added as rapidly as possible and announced in our advertising. We suggest operators keep tuned to our advertisements on 'Standard Brand' parts for we've a magnificent program planned to aid operators in every way possible to fill their need for parts under existing conditions."

Boston

The Owl Mint Co. looks forward to a very good spring and summer business and excellent postwar activities. Henry Facktoroff, manager, says that sales have been good and that collections are holding up well. Ed Ravreby finds that the midnight curfew, as far as he can see, has had no effect on the pin ball business, but that it will make some difference to the phonograph business. In New York, however, where Ed is most of the time, he feels that the curfew has affected trade, especially along Arcade Row. Jack Ravreby is in charge of the Boston office, which has been at the same location for 49 years. Al Ravreby divides his time between Boston and New York.

The Atlas Coin Machine Co. has just removed its offices from 780 Commonwealth Avenue to 1024 Commonwealth Avenue. The name has been changed to the Atlas Distributors. Barney Blatt has been in Miami for the last two months recuperating from a recent illness. His partner and brother, Louis Blatt, is holding down the fort at the Boston office.

Stanway Vending Machines, Inc., has been incorporated in connection with operation of machines in theatres. Capital stock consists of 1000 common shares, 500 Class B and 500 Class A, having no par value. Samuel Pinanski, president of the M. & P. Theatres Corp. and vice-president of the Theatre Supply Corp., is president; Marion Coles, treasurer of the M. & P. Theatres Corp. and treasurer of the Theaatre Supply Corp., is treasurer, and Benjamin A. Trustman, an attorney of the firm of Nutter, McClennen & Fish, is clerk.

C. Frederic Wellington

Charlie Snyder

Charlie Snyder, he of the flashy neckties and former roadman for Mills Novelty Co., passed away February 17 as the result of a heart attack in Dallas.

Charlie was one of the most popular men Mills ever had on the road and he knew, and did business with, coinmen in every state of the Union. His reputation for honesty and fairplay was widely known and his every contact reflected credit upon the firm he represented.

In recent years Charlie had been functioning as the Southwestern Distributing Co., Dallas, and was operating the distributing agency in Dallas and surrounding territory. His widow intends to continue the business.

Surviving are his widow, a son, and a daughter.

Wisconsin Gambling Law

MADISON—The Wisconsin Assembly has engrossed the Thomson anti-gambling bill, after amending it in a manner which its author declared rendered it unenforceable. The amendment provides that all state licensed establishments, not just taverns, would be covered by the measure.

As originally drawn, the bill would give the state treasurer power concurrent with that of local policing officials in enforcing the gambling laws. It would authorize him to revoke the liquor licenses of taverns in which his agents found slot machines or other gambling devices. Under the amendment, the licenses of many other businesses—including barbershops, drugstores, etc.—could be revoked for the same reason.

How to Clean Glass

In these days when it is of paramount importance to keep machines spic and span, here is an economical and easy way to keep the glass clean and sparkling.

The inside glass should be washed with tepid water applied with a chamois, using no soap or powder of any kind. The outside requires different treatment and should be cleaned with the following mixture: 1 ounce of pulverized whiting, 1 ounce grain alcohol, 1 ounce liquid ammonia and 1 pint water.

Apply with a soft cloth after having removed surface dirt. When this preparation is allowed to dry and is then rubbed off with a polishing motion, the surface of the glass will be extremely brilliant and will remain so for a longer time than when washed in the ordinary manner.

If the glass has become badly scratched, a filler should be applied. This consists of an ounce of white wax, dissolved in an ounce of turpentine. This fills scratches and prevents the dust from lodging in them.

ZINGO

Harry Williams' latest creation and the first "upright" Pin Game. Making real money for operators.

$375.00

Ready for Immediate Delivery

— SEE —

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SLOT MACHINE SERVICING AND PARTS

Now available

"New Brown Front Bell" CONVERSION

send us your old worn-out Blue Front, War Eagle, Roman Head, or other escalator type machine to be made over into a

"NEW BROWN FRONT BELL"

choice of one cherry or two cherry pay, any denomination (5c, 10c, 25c)
Knee-action installed in all machines.

$79.50 PLUS PARTS

JENNINGS, MILLS, WATLING, and PACE SLOTS

completely reconditioned and rebuilt like new..... $79.50

10 DAY SERVICE. SEND US YOUR MACHINES. LABOR AND PARTS COMPLETELY GUARANTEED.

Complete set of brown front castings, including denomination buttons, jewel coin-cup cover & metal award plate	$25.50
Club Handles, guaranteed, non-breakable, each	3.50
Main clock gears, each	3.50
Discs, CH or SP, complete set, each	7.50
All colors lacquer, high quality, two minute dry, quart (red lacquer—$1.50 qt.)	1.25
25c tubes, each	1.00
Slot cash boxes, each	1.00
Knee-action attachments, complete set	3.75
Mills gold chrome cabinets or blue front cabinets, completey finished, each	15.50

All screws, nuts, and bolts for slot machines available

ALL TYPES OF SLOT MACHINE PARTS AVAILABLE. WRITE

SLOT MACHINES WANTED!

Send us description and price in first letter.

GLITTER KIT

8 different colored glitters in one complete Glitter Kit, including new, modern finishing instructions..... $10.50

Repair Light	1.60
Ne-O-Lite Tester	1.00

WE RECONDITION ALL **AMPLIFIERS**

Work and parts guaranteed, prompt delivery.

WE RECONDITION ALL **SLOT CLOCKS**

All work guaranteed, prompt delivery.

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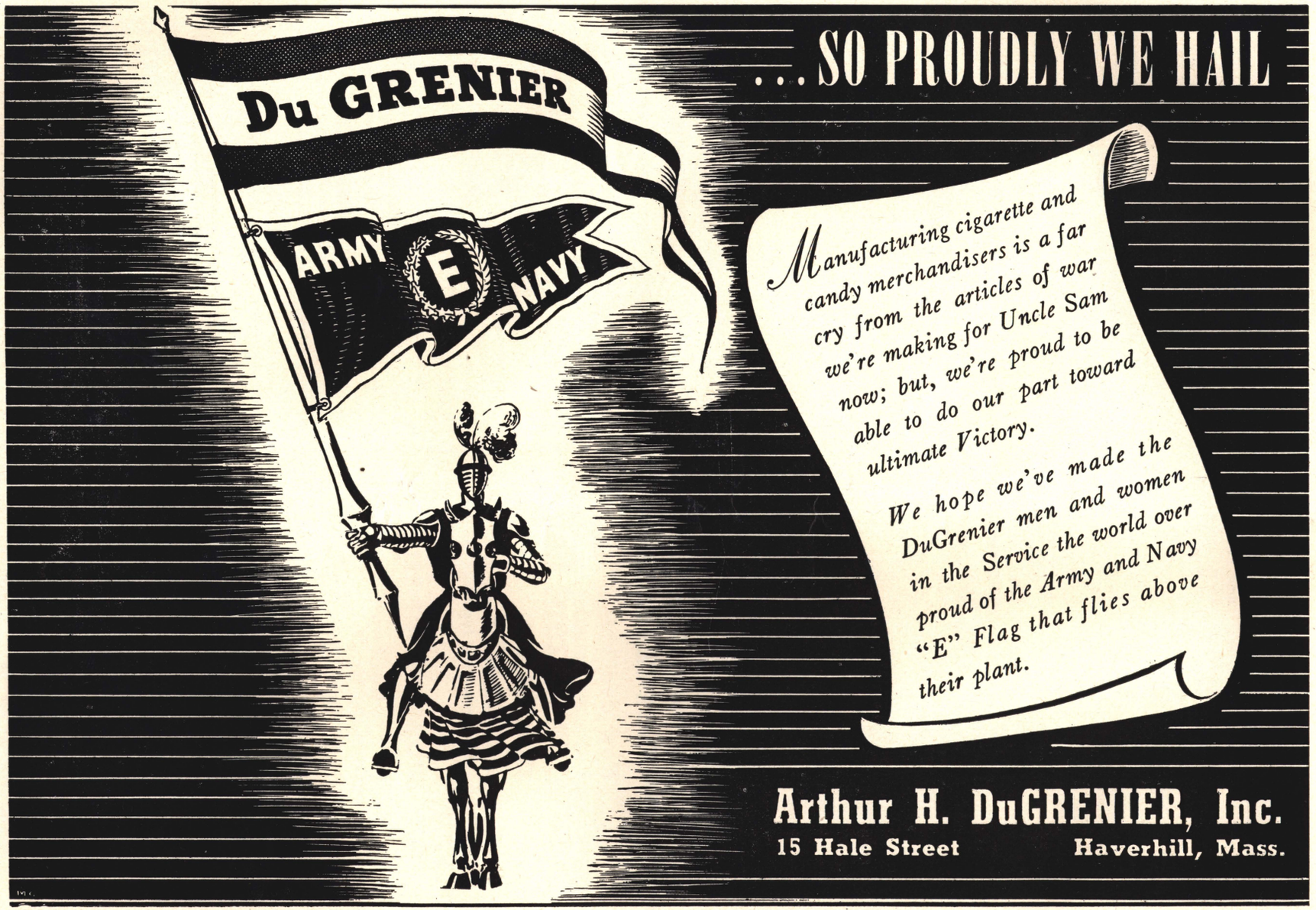

Du GRENIER
ARMY
E
NAVY
...SO PROUDLY WE HAIL
Manufacturing cigarette and candy merchandisers is a far cry from the articles of war we're making for Uncle Sam now; but, we're proud to be able to do our part toward ultimate Victory.
We hope we've made the DuGrenier men and women in the Service the world over proud of the Army and Navy "E" Flag that flies above their plant.
Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

★CIGARETTES

Wootten Blames Leaf Shortage In Annual Cigarette Survey

by ARCH C. RIDDELL
of The Riddell Co., Pasadena, Calif.

Each year Harry M. Wootten of the Investment Advisory Division of Reynolds & Co., New York, publishes in *Printers' Ink* an eagerly awaited article and chart on cigarette production figures and percentages. *Printers' Ink* has given us permission to pass on to you some of Wootten's conclusions. His article is copyrighted and we are very grateful for this permission.

As will be gleaned from the table of production statistics and percentages reproduced herewith, the cigarette industry set a new high as to number of cigarettes produced in 1944. The terrific drain on the cigarette output by the Army and Navy abroad made it an impossibility to keep domestic demand supplied.

However, Wootten states that the primary cause of the cigarette shortage is lack of enough leaf tobacco. One large cigarette manufacturer stated before a Senate investigating committee that his own company could increase production 25% if the leaf were available to them. In the case of this manufacturer this would mean an increase of about 20 billion cigarettes or approximately one month's supply for the domestic market.

Both Wootten and *Printers' Ink* stress the fact that the figures and percentages in the production chart are not official. The cigarette industry generally does not issue such statistics and they are difficult to obtain. However, Wootten's estimates are looked upon both by tobacco men and by others interested in cigarette statistics as authentic.

Wootten believes that civilian supplies of cigarettes will continue to be short for some time. He points out that whereas it takes about one month for cigarettes to reach the domestic consumer, when they go overseas it takes about five months. He believes that soon after the end of the European phase of the war things will commence to right themselves. 60 days after that longed for V-E Day, men in the know in the tobacco industry believe

(See WOOTTEN, Page 52)

TAX-PAID CIGARETTE OUTPUT BY BRANDS
(Domestic Consumption Only)

BRANDS	1944 (Billions)	1943 (Billions)	% of change	% of 1944 domestic consumption
Lucky Strike (American Tobacco)	64.0	(b)68.0	— 5.9	26.3
Camel (R. J. Reynolds Tobacco)	49.5	(b)57.5	—13.9	20.3
Chesterfield (Liggett & Myers)	47.5	(b)50.0	— 5.0	19.5
Philip Morris (Philip Morris & Co.)	26.0	27.0	— 3.7	10.7
Old Gold (P. Lorillard)	15.0	14.0	+ 7.1	6.3
Raleigh (Brown & Williamson)	12.0	13.5	—11.1	4.9
Pall Mall (c) (Amer. Cig. Cigar Co.)	7.2	6.5	+10.8	3.0
Kool (d) (Brown & Williamson)	5.5	5.8	— 5.2	2.3
Marvel & Rameses (Stephano Brothers)	5.0	(e) 3.5	+42.8	2.1
Herbert Tareyton (c) (Amer. Tobacco)	3.2	(b) 3.0	+ 6.7	1.3
Wings (c) (Brown & Williamson)	2.5	3.0	—16.7	1.0
Avalon (Brown & Williamson)	1.0	2.5	—60.0	0.4
20-Grand (Axton-Fisher*)	1.0	1.8	—44.4	0.4
Domino (Larus & Bro.)	1.5	1.2	+25.0	0.6
Beechnut (c) (P. Lorillard)		1.0		
Regents (c) (Riggio Tobacco Co.)	1.0	1.0		0.4
Spuds (d) (Axton-Fisher*)	0.3	0.8	—62.5	0.1
Miscellaneous Brands	1.3	0.9	+44.4	0.5
Total Tax-paid output (f)	243.5	261.0	— 6.7	

(b) Revised. (c) Long cigarettes. (d) Mentholated cigarettes. (e) Marvel only.
*This company was purchased by Philip Morris & Co., Ltd., last summer.
(f) Not to be confused with tax-paid withdrawals.

TOTAL CIGARETTE OUTPUT BY COMPANIES, INCLUDING EXPORTS
(TAX-FREE)

COMPANIES	1944 (Billions)	1943 (Billions)	% of change	% of 1944 Total Output
American Tobacco (includes Pall Mall)	94.5	(a)88.1	+ 7.3	28.9
R. J. Reynolds Tobacco	77.0	(b)68.5	+ 2.4	23.6
Liggett & Myers Tobacco	66.5	(b)56.5	+17.7	20.4
Philip Morris	33.0	29.0	+13.8	10.1
Brown & Williamson*	27.0	26.3	+ 2.7	8.3
P. Lorillard	18.5	17.0	+ 8.8	5.7
Stephano Brothers	5.0	4.2	+19.0	1.5
Axton-Fisher Tobacco	1.0	3.1	—67.7	0.3
Riggio Tobacco	1.2	1.1	+ 9.1	0.4
Larus & Bro	1.5	1.2	+25.0	0.5
Miscellaneous Brands	1.3	.6	+116.6	0.4
Total Production of Industry	326.5	295.6	+10.4	

(a) Official. (b) Revised.

*This figure does not include approximately 6 to 8 billion cigarettes of English formula manufactured here for British troops by Brown & Williamson from English tobacco held here for the British account.

CIGARETTE Sidelights

The *Evening Star*, Washington, D. C., has at last given editorial recognition to the coin machine. Winding up a recent issue's editorials was this comment: "If all the cigarette vending machines were placed side by side today, they would form an unvending line."

A new cigarette paper recently developed sheds water and keeps cigarettes fresh in all weather. Tasteless and odorless, it now goes exclusively to the services but will be available for general consumption after the war.

Cigarettes in Athens, Greece, are quite high, according to Newbold Noyes, war correspondent. In that city plagued by currency inflation, a local cigarette costs 400 million drachmas. The drachma was quoted as approximately eight cents American funds, shortly before the war started in 1939.

And in Lisbon, Portugal, American cigarettes are plentiful and cost 32 cents a pack. Alster McLaughlin, American Embassy clerk just back from Lisbon brought the encouraging information.

Richmond, Va., manufactures more cigarettes than any other city in the world. As a state, North Carolina produces more cigarettes in its factories than Richmond. The plants are located at Winston-Salem, Durham and Reidsville.

In New Orleans, La., vending machines now sell smoking tobacco, and with fair results.

Peter Campbell, Boston tobacco dealer, is blind—but he has his own method of preventing customers from buying more than one pack of cigs per day. Campbell has issued his own ration cards, each bearing the customer's name—in Braille!

More than 300 varieties of cigarettes are sold in the United States.

Latest novelty in smokers' articles is the "Sneeker" cigarette saver which retails at 25 cents. By inserting a burning cigarette in the "Sneeker" the fire's out and can be placed into pocket or handbag for a second, third and fourth relighting. Yes, relighting as often as one can, and there is no taste change, it is claimed. In removing cigarettes from the "Sneeker" it is not necessary to remove ashes, as they

(See SIDELIGHTS, Page 52)

Extra Fine Switch
SERVICE KIT
$7.50
F.O.B. CHICAGO
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

OPA Says Operators Need Not Put Cigs In Vendors

NEW YORK—The OPA Industry Advisory Committee of which George M. Seedman, of Rowe Manufacturing Co., is secretary, has been advised by the OPA that it is perfectly all right for vending machine operators to deliver cigarettes to location owners instead of placing them in the machines, providing the location owner is not himself a seller of cigarettes and has not established a ceiling price for his own cigarette sales.

Ruling came from Abraham Tunick, chief counsel of the Grocery Products section, in response to a request by Seedman, and said:

"This is in response to your letter of November 29, 1944, wherein you request our views regarding the propriety of the following arrangement between vending machine operators and location owners. It is proposed that operators of vending machines deliver cigarettes to location owners instead of placing them in the machine, and that the location owners sell the cigarettes for and on behalf of the vending machine operators and retain the same commission as was allowed to them when the cigarettes were sold through the vending machine. The recommendation of your committee indicates that the plan is proposed in the interest of securing wider distribution of present stocks and preventing hoarding.

"We have given careful consideration to the request of your committee and are pleased to advise you that we will consider the above arrangement proper only when the location owner is not himself a seller of cigarettes and has not established a ceiling price for his own cigarette sales.

"However, the same vending machine or machines must remain on the location owner's premises and the vending machine operator is required to deliver the cigarettes to the location owner packed in the same manner as though the cigarettes were to be sold through the machine. For example, in those localities where the ceiling price for vending machine sales is not a multiple of 5 cents and the vending machine operator inserts or attaches the change to the cigarette package, he shall continue to do so."

Johnson Execs on Coast

LOS ANGELES—C. O. Matheis, vice president and sales manager of the Walter Johnson Candy Co., Chicago, has been on the Coast. The Johnson firm recently purchased the Bishop Candy Co. from the National Biscuit Co.

* * *

Man's Life: School Tablets; Aspirin Tablets; Stone Tablets.

Western Portable Flame ARC WELDERS
Life Saver for the Duration
(With Hood and supplies)
$27.45
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

79 Billion Cigs Overseas

WASHINGTON—Continuing to blame the civilian shortage of cigarettes on overseas shipments, the Federal Trade Commission has revealed that 79 billion cigarettes were shipped overseas during the past year. These went to the armed forces, lend-lease and other export destinations.

Commenting on its recent investigation the Commission said it found no evidence of illegal contracts or arrangements between manufacturers and distributors and no violations of FTC regulations. It reported that the development of undesirable practices, such as black markets, hoarding and unfair rationing, were a consequence of the shortage rather than a cause.

From tobacco circles comes the information that fewer cigarettes for civilians will be the order of the day for the balance of this year and next. Civilians and army personnel in this country who pay the excise, will have 12 percent fewer cigarettes to smoke in the fiscal year beginning next July than they smoked in the year ending last June.

In distributing channels there has been considerable grumbling over the export of cigarettes to Portugal, Mexico and Canada, when our own supply is critically short. Particularly indignant were tobacco men over the huge quantities sent Sweden and one spokesman for the industry said: "Hitler should decorate with the Iron Cross whoever is responsible for diverting cigarettes from our services and civilians to friendly and near-friendly aliens. He (Hitler) owes them so much!"

Herbert Tareyton Retires

NEW YORK—Discontinuance of the manufacture of Herbert Tareyton cigarettes for civilian use after March 5th will mean American Tobacco Co. will be able to supply more Lucky Strikes, according to an announcement here on February 28th.

Discontinuance of the Tareyton label will permit American Tobacco to increase production of Luckies 5 per cent over present quotas.

Black Market Case

NEW ORLEANS, La.—A black market case in cigarettes was brought to light here when Solly Magdoff, punchboard operator, and Corp. Alfred Cotlar, U. S. Army stationed at Camp Plauche, near here, were charged before U. S. Commissioner R. H. Carter with the theft of 35,000 cigarettes from the post exchange at the camp and held under $10,000 bond each.

Operator Loses Cigs

MOUNT VERNON, N. Y.—On January 30th Gernald Bloom, routeman for the Supreme Cigarette Co., told the police that his car had been stolen as he parked to make a business call. The car contained 365 cartons of cigarettes. The car was found later abandoned and one carton of matches had been left behind. Also taken was $72 in pennies, wrapped in the packages of the cigarettes.

Shortage Hampers War Effort

WASHINGTON—The cigarette shortage begets enormous manpower waste, one federal functionary figures. His reasoning: Each of the country's 32 million fag-smokers spends 15 minutes daily hunting cigs. This costs 8 million man-hours daily—a full day's working time for 1 million men. Only 120,000 man-hours of work daily (15,000 men) in tobacco factories would largely cure the smoke scarcity.

Canada Guards Against Any Cig Shortage

OTTAWA, Can.—There'll be no shortages of cigarettes in the Dominion, nor will there be any hoarding by civilians if David Sims, tobacco administrator, has anything to say about it. Sims controls all distribution straight through from the producer to the consumer.

At present there is an adequate supply of cigarettes in Canada, due to these principal reasons: Canada is practically self-supporting in tobacco production, the bulk of which is raised in southern Ontario and Quebec provinces. Much higher prices than in the United States tend to keep down consumption. Canadian cigarettes sell for more than double the average U. S. price. Canadian prices are fixed at 33 cents per package of 20, or 35 cents per package of 22 cigarettes. Most of this is Government tax, which, at present, is $10 per 1,000 cigarettes.

It is the aim of the administrator to never let the consumer down; that is, consumers are never permitted to get the idea that there may be an impending shortage, thereby causing a rush and hoarding. The administrator takes care to see that there are always some brands available, if not all the favorites, and closely watches the program in the States to take advantage of any reactions to conditions there.

Last year the total consumption of cigarettes in Canada was 11,666,427,884; on a population basis of approximately 11,500,000. This means an average consumption of 1,000 cigarettes per year for every man, woman and child. The average is misleading, however, as the total cigarette consumption includes those supplied to the armed forces, who buy them in canteens at 10 cents per 25, with a much greater average consumption than the civilians.

American cigarettes are available in plentiful amounts south of the Mexican border, but you can't get Canadian cigarettes in the United States. American cigarettes are likewise available in all parts of Canada and sell for 40 cents a package, plus 8 cents tax and the demand is almost equal to that for Canadian produced fags.

Join Tobacco Round Table

LOS ANGELES—Davre J. Davidson of Davidson Brothers, vending machine operators; and Marion Ball, of Rowe Service Co., cigarette operators, have joined the local Tobacco Round Table.

Swiss Ape Yank Fags

ZURICH—The Swiss are making imitation American cigarettes here and selling them at the border at 200 French francs. At the current rate of 50 francs per dollar, that equals $2.00 per pack.

* * *

Do you pet with the lights on or off?
Yes.

REEL KICKER ASSEMBLY FOR MILLS SLOTS
$5.00
AUTOMATIC COIN MACHINES & SUPPLY CO.
3836 W. Fullerton Ave.
Chicago 47, Ill.

Someone Is Going To Place A Lot Of Machines . . . .

Will it be YOU Mr. Operator?

Let's face facts. After the war, locations for cigarette and candy machines are going to multiply by the ten thousands. Who will get the business? The smart operator who has his foot in the door right now . . . spotting new possibilities . . . and planning now for future profits.

As you know, ROWE is making munitions. And we're going to continue making them as long as our fighting men need our help.

You also know we're thinking about your postwar needs. What's more, we're doing something about them.

Already hundreds of our customers have shown their faith in us by placing advance orders for the ROWE CRUSADER . . . a machine that will lead the field in appearance, engineering design and durability. It's blueprinted and ready to go when we get the green light to start production.

When that time comes ROWE will have the right machines. Will you, Mr. Operator, have the right locations?

ROWE MANUFACTURING CO. INC.

Peacetime's Largest Builder of Automatic Sales Equipment

BELLEVILLE, NEW JERSEY

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

OPA Hits Cig Gambling

LEXINGTON, Ky.—On February 17th the OPA charged in a suit filed against Hoskie Goldberg, doing business as the Sterling Novelty Co., and the Simplex Co., that the defendant violated OPA price ceiling regulations by selling cigarettes from vending machines attached to slot machines.

The suit asked preliminary and permanent injunctions to restrain Goldberg from continuing the alleged violations. It is claimed the defendant sold cigarettes "through vending machines which he owns . . . in various business establishments," and alleged that since last October 1 he had "altered the operation of his vending machines by placing an obstruction over that portion of the machines which formerly dispensed cigarettes at the proper ceiling price per package."

It added that he had "arranged the operation of the machines so that thereafter persons impelled by the desire for cigarettes were required to play a slot machine device attached to vending machines and could only receive cigarettes through chance."

A similar suit previously had been filed here against H. Frank Bedford, Falmouth.

Both suits accused defendants also of failing to file proper reports with War Price and Rationing Boards and with failure to post maximum prices of cigarettes.

WPB Takes Over Matches

WASHINGTON—The War Production Board has taken over control of the production and distribution of matches, to assure, it said, the meeting of military requirements and preventing mal-distribution of civilian supplies. The allocation of matches will be controlled at the producer level.

SIDELIGHTS

(Continued from Page 49)

are still alive, and the cigarette will relight with first puff. Using the clever gadget eliminates the bitter, strong taste and odor of a butted out cigarette.

Offering a tempting premium as a lure for a typist, a Cincinnati cigarette vending operator placed this classified ad in the *Enquirer*: "TYPIST WANTED, good pay and a package of cigarettes every day."

"No Key—No Cigarettes" is a sign on many hotel stands today. One dealer in Chicago is scrutinizing the room numbers on the keys a little closer now, since he came across one that was presented half a dozen times in a half hour by various holders, just passing the key around.

Cigarette machines in Tampa, Florida, are providing almost as much fun as the dog races used to. All the brands are mixed up and a sign posted said the company was not responsible for which brand came out. Some customers made a great gambling game out of it, betting on which brand would emerge, with the odds two to one on mentholated cigarettes coming out first. Mixing 'em up may be the machine operators comeback to the folks who get to the machines and clear out the popular brands at a crack.

WOOTTEN

(Continued from Page 49)

that leading brands will be available to civilians in needed volume.

Wootten's chart is worthy of careful study by everyone interested in the marketing of cigarettes. Some of the figures will mystify but when consideration, i.e., overseas demand, domestic Armed Forces demand and a good deal of admitted spotty distribution, they clear up into a true picture of 1944 cigarette history.

Lock Delivery Trucks!

NEW YORK—It has been happening all over the country and the experience of the Metropolitan Vending Corp. is only typical of conditions.

Cigarette smokers of the Bronx found the current shortage just a little more acute, after a Metropolitan service truck was stolen along with its load of 350 cartons of various brands when it was parked for a delivery.

Moral: When making deliveries, make sure your car or truck is securely locked, for cig-starved individuals are "walking more than a mile" these days.

* * *

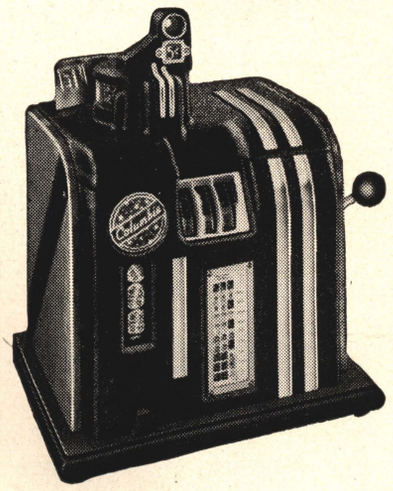
Where is the greater part of Europe? In New York.

* * *

The four seasons are salt, pepper, mustard and vinegar.

BRAND NEW 10c-25c

COLUMBIA BELLS



GOLD AWARD

With

WIDE BELL-FRUIT REELS!

Gold Award on Jackpot Combination. Slug Proof. Complete with Parts for Conversion to other Coin Plays: 5c-10c-25c.

$127.50 EA.

LOTS OF 5, $122.50 Ea.

⅓ Dep., Bal. C. O. D.

WIRE—PHONE YOUR ORDER NOW!

Quantity Limited!

ATLAS NOVELTY COMPANY

Phone Armitage 5005

2202 N. Western Ave. **Chicago 47, Illinois**

ARCADE OUTFITTERS

FACTORY REBUILT AND ARTISTICALLY REPAINTED!

GUNS

"Trap the Jap" Munves Complete Chicken Sam Conversion	$155.00
Bally Bull's Eye	95.00
Bally Rapid Fire	235.00
Bally Torpedo	200.00
Keeney Air Raider	235.00
Keeney Submarine	185.00
Liberators	245.00
Periscope	245.00
Supreme Shoot to Tokyo	195.00

FORTUNE TELLING

Exhibit Love Meters, Lite-Up Model. 3 to Set (Owls, Whatsis, Wheels of Love and Love Meters). Your Choice. Per Set	$132.50
Exhibit Horoscope, Color of Eyes, Color of Hair, Astrology (12 Slots) Card Vendors, each	65.00
Mills—12 Month World Horoscope—Floor Size	100.00
Post Office Love Letters, Large Floor Size	95.00

ATHLETIC

Ball Grip	$125.00
Barnhardt Dial Striker	125.00
Combination Grip and Lift	85.00
Exhibit Chinning Rings	150.00
Exhibit Grandfather Clock Grip	125.00
Exhibit Striking Clock Grip	125.00
Exhibit Champion Puncher (Punching Bag)	150.00
Exhibit Star Striker	145.00
Exhibit Knockout Puncher (Punching Bag)	150.00
Exhibit Dragon Electric Shocker	85.00
Exhibit Fist Striker	115.00
Exhibit Punching Bag Trainer (Scientific)	210.00
Exhibit Tiger Pull	85.00
Exhibit Aviation Striker	150.00
Knockout Fighters (2 players)	150.00
Lifter	60.00
Light House Grip (Very Attractive)	125.00
Mutoscope Windmill Grip	125.00
Mills Large Size Floor Size Electric Shocker	150.00
Mutoscope Punching Bag	225.00
Mutoscope Liberty Bell Striker	125.00
Raise the Devil Grip Machine	150.00
Western Super Grip Floor Cabinet and Sign	50.00

AMUSEMENT

Chester Pollard Football (2 Players)	$115.00
Chicago Coin Hockey	210.00
Chester Pollard or Hoot Mon Golf	75.00
Chester Pollard Golf (Small)	34.50
Groetchen Mountain Climber	135.00
Genco Playballs	145.00
Keep Punching	95.00
Kue Ball (Used)	30.00
Solo-Vue, Complete Panoram Machine Converted	445.00

BASEBALL & BASKET BALL

Atlas Baseball	$ 85.00
Bally Basketball	110.00
Evans Playballs	235.00
Scientific Baseball, Upright Floor Size	95.00
Rock-Ola World Series	95.00

NEW SENSATION!

THUNDERBOLT

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

Free! Price Lists: Parts—Supplies

Complete Line of Arcade Machines!

MIKE MUNVES

510-514 W. 34th ST. **NEW YORK**

(2 Blocks from Penn. Station)

Mississippi

NATCHEZ—War Mobilizer Byrnes' new curfew, which recently went into effect, is meeting with full co-operation throughout Mississippi. The operators of bars and night spots where coin-operated machines including audiophones are used, realize that the new law is a good one and that it's part of the winning of the war. The curfew is not hurting business in Mississippi, where all phonographs are cut off at midnight, but rather it is helping some of the establishments and affording employers and employees more time off. All customers now make it a practice to come early and leave early in cooperation with the new war regulation.

No violations have been reported thus far and legitimate operators do not fear it will lead to speakeasies re-opening. The regular operators have had a curfew on in Natchez for some time past and this is nothing new for them. However, whether they like it or not, they realize there's nothing that can be done about it—and they also realize that "this is war" and we must WIN. Those who do not co-operate, it is understood, will be reported to the WPB and light and fuel will be withdrawn. Too, the OPA can cancel all rations and the WMC can withdraw all employees if they wish. And so it looks like the curfew will continue and operators will, as usual, do their part.

E. C. Keathley, owner of the Natchez Music Co., has returned from a business trip to Cotton Valley and Shreveport. He recently placed a number of Panorams and reports the machines are doing a land office business. Panorams are novelties here and are getting a splendid play at all locations.

News has been received by Mrs. Frank J. Eidt that her husband is now in a hospital somewhere in France. Eidt is with a medical detachment and recently was awarded the bronze star for bravery in action.

Bill Eidt has purchased interests in a number of additional establishments, all of which are using his audiophones and coin-operated machines. He is aided in the operation of the new interests by his brother John, his brother-in-law Bill McKinney and his uncle Z. Z. Laird. He says business is very good.

The many friends of George Long, well known repair and service man, are elated to see him up and out after his recent illness at his home on the Liberty Road.

Efforts are now underway in Mississippi to decrease the tax on vending machines. It will be remembered that this state is one of the few states in the Union to have a court test case for coin machines. Mississippi has been a coin machine state, always good for operators. In 1943 the government collected on 3,114 amusement machines and on 1,512 gaming devices. However, there are many counties in the state,

+ GIVE +
TO THE
RED CROSS
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

ZINGO

ARCADE OWNERS!
DON'T OVERLOOK ZINGO!
A RED-HOT MONEY MAKER!

FLAT-TOP

Converted from Attention
"One of the most popular machines we have ever had!"
Writes M. Y. BLUM
UNITED DISTRIBUTING

SEE THEM AT YOUR DISTRIBUTOR TODAY OR WRITE

WILLIAMS
MANUFACTURING CO.
161 West Huron Street
CHICAGO 10, ILLINOIS

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

JACKPOT FRUIT REEL

Takes in Nickels Pays out Quarters

BRAND NEW— $55.00

While they last

F. O. B. CHICAGO

A great automatic payout machine for 5c play. Pays out one flashy nickel plated token (25c size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 100 to 1. FILL PAYOUT TUBE WITH REAL QUARTERS IF TERRITORY WILL PERMIT.

JACKPOT consists of large "Gold-award" Coin almost the size of half a dollar, which is usually redeemed at counter for $5.00 cash. This pays out once in 1728 plays.

BRAND NEW PRE-WAR CONSTRUCTION. Takes space only 10" x 10" inches. Height 13 inches. Weight 25 lbs. Send $10.00 deposit, balance Express C.O.D. Immediate shipment. Unconditionally guaranteed to be satisfactory to you.

Webb DISTRIBUTING CO.

612 N. Michigan Ave., Dept. 6

CHICAGO 11, ILL.

including Adams, that do not allow slots to operate under any conditions.

Ham. B. Nelson and Frank Smith, his service man, have returned from a business trip to Knoxville and Ferriday. Nelson, who operates the Northwest Novelty Co. and the F and N Amusement Co., recently purchased the equipment and machines of Lee C. Delaney and B. O. Moddissette.

Dennis A. Mulvihill III, eldest son of Operator D. A. Mulvihill, Jr., is now in the U. S. Navy and stationed at Great Lakes Training Station.

Petty Officer Richard S. "Jake" Sanguinetti is stationed at Pensacola at the U. S. Navy Air Base. His partner in the J and J Co., Johnny McGivaren, recently returned home from New Orleans where he has been employed at a defense plant.

A recent visitor here from Louisiana was Pat McDonough, owner of the McDonough Co. with headquarters in Vidalia. Pat formerly operated in Mobile, where he went to Spring Hill College and was a professional baseball player before entering the machine business.

Visiting here recently was Sheriff Noat W. Cross of Ferriday and R. Bruce Swayze, Jr., well known Ferriday operator. They were accompanied by Corporal J. S. Malone, a former operator, now in the service.

Tommy Piazza, former service manager for Service Novelty Co., was home on furlough recently. He has two brothers, Benny in the Navy and D. N. in the Seabees. Both are overseas and Tommy says he expects to leave on a cruise shortly.

When Lord and Lady Halifax and their son, the Hon. Lieut. Richard Wood, were here on a visit recently they were the guests of Mr. and Mrs. William Kendall at their ante-bellum home Monteigne. Kendall is a local operator. The British Ambassador to the U. S. and members of his party declared they were delighted with their visit here.

Corporal Robert L. Garrity, who recently returned from 26 months in the Philippines, is now located at Camp Joe T. Robinson in Arkansas and was a visitor here on furlough. He was accompanied by his brother, Joe Garrity, of the U. S. Navy, who recently returned from overseas. They have another brother Billy, who is in the Air Corps and stationed at Columbus, Georgia, where he is a staff sergeant.

P. K. Ewing, Jr., of the Ewing Co., is now located in Jackson where he has opened a new branch. He was accompanied there by his service man, George L. Wilson. The new company will be open for business in the near future. They also operate in Greenwood and New Orleans.

Staff Sergeant Henry T. Peets, now at the Army Air Base in Flora, Miss., will leave shortly for Aberdeen, Maryland, where he will be located in the future. He has been in the Army Air Corps for the past 2 years.

LATEST RELEASE!
QUALITY PICTURES
SERIES 14
"Dancing Girls of All Nations"
for Panorams
It's a Whiz!
Send for Literature
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Pfc. Rufus Clark, one of the many operators of this area now in the armed forces, recently returned from a tour of overseas duty with the Infantry, during which time he suffered several serious wounds while in action. He is home on furlough but expects to leave shortly for Miami Beach for re-assignment. He wears the Purple Heart and a bronze star as well as numerous campaign ribbons.

Sergeant Val Jensen, another former local repair man and operator, who has been in the service for more than 2 years, is now located at Kessler Field, Mississippi, with the public relations and special service department. Before coming to Kessler Field Val was stationed at Fort Benning, Georgia.

Corporal Charley Weeks writes that he is still located at Laughlin Field, Del Rio, Texas, where he is a ground mechanic. And by the way, where can local operators find a mechanic, ground or otherwise? They need 'em.

Harold M. Case

Mulligan Gets New Ship

CHICAGO—At appropriate commissioning ceremonies here on March 3, Ralph P. Mulligan, former New York advertising representative for THE REVIEW, assumed command of a new Navy LSM ship.

At the commissioning ceremony Lt. Mulligan took over command, read the orders and presided at a reception for guests aboard ship.

Mulligan will take his crew of more than 50 men south to New Orleans, and his destination thereafter is withheld for purposes of security.

During his leave of absence in the service, Lt. Mulligan's father is representing THE REVIEW in New York and environs.

FOR SALE

19 COMPLETE MECHANISMS

Without coin chute or amplifiers of 1941 Super Models.

ROCK-OLA Phonograph Mechanisms

Brand new. Will sell part, or all of stock.

1 Rock-Ola Wired Music Transmitter

With 8 Spectre boxes.

Write—Wire or Call

E. A. (Jack) ZEIGLER

3902 W. Burleigh Street
Milwaukee 10, Wisconsin
Telephone: Milltop 9865

NAMA Has S. F. Meet

SAN FRANCISCO—A special meeting of vending machine operators in Northern California was held in the California Room of the Palace Hotel Friday, March 16th, under the auspices of the National Automatic Merchandising Association — a national association of operators of various types of coin-operated merchandising devices.

More than half a hundred operators were in attendance. R. A. Parina, of R. A. Parina & Co., acted as chairman and presented R. L. Strain, vice president of the American Locker Co. and chairman of the NAMA Public Relations Committee; and T. A. Vaughn, associate director of NAMA, who outlined the program of the association and its plans for the future. Parina attended the October 25th and 26th meeting of NAMA in Chicago and was one of two or three in attendance from the west. He joined the group at that time and has been active in the Association since.

NAMA has a Public Relations Program prepared to better acquaint the public with the automatic vending industry and intends to spend $25,000 in furtherance of its plans.

A similar meeting was held a week previously in Los Angeles but no details were made available inasmuch as the meeting approached the status of being a "closed session."

Coinmatic Buys Lot

LOS ANGELES—Coinmatic Distributors has announced its acquisition of the vacant lot at the corner of Bonnie Brae and Pico Boulevard and its intention to start construction of its new jobbing and distributing home just as soon as restrictions are lifted on building materials.

Lot is ideally situated on the city's "Coin Row" and has 140 foot frontage on Pico and 100 foot depth on Bonnie Brae. Coinmatic intends to build a deluxe establishment tailored to render a maximum of service to operators and permitting them to drive through the building to load equipment and supplies.

At present Coinmatic is housed in temporary quarters at 2712 West Pico.

Offers Diode Meter

NEW YORK—One of the test instruments developed by Allied Electronics Co., and of special interest to a Seeburg operator, is a device known as the diode meter. This meter is used to obtain proper frequency alignment of Seeburg wireless bar boxes, selective receivers, wireless music transmitters and receivers.

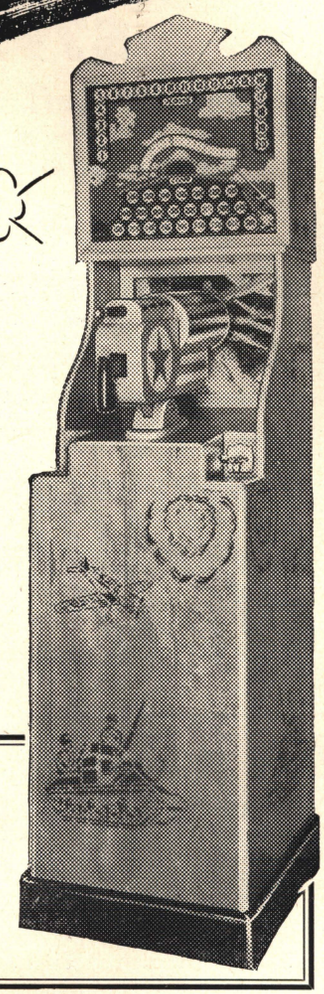
The diode meter is a two range instrument, 0-150 and 0-1500 microamperes. It is provided with a push-button sensitivity control. Methods of using the diode meter may be found in Seeburg service manuals or can be obtained by writing Allied Electronics.

"Many wide awake operators have found that by the intelligent use of electronic type test equipment their servicing problems are simplified," says Ed Hartman of Allied. "Instead of relying on hit-or-miss methods they have learned that they can maintain their equipment at the high degree of efficiency for which the manufacturer designed it. At this time, due to the scarcity of skilled service men and because new equipment is unobtainable, the need of dependable servicing aids is greater than ever."

Capers Sells Route

OAKLAND — Tony Capers, identified with the coin machine field for many years, has disposed of his route of music machines and intends to devote the next year to a bit of self-improvement. Tony plans to go to college and study business management.

Supreme's "ROCKET BUSTER"



Shoot at a realistically animated, moving target!

Bell, Buzzer and constant Lite-up of backboard gets the attention as hits are scored!

20 Flights for 5¢—Maximum of 15,000 Shots!

Occupies small space — Upright — 25" square, 8' tall — Fits Any Location!

Head removable for transportation — simple construction — Fool Proof — Mechanically Perfect!

Cash Box in separate, sealed unit from mechanism!

A REAL MONEY-MAKER!

SUPREME ENTERPRISES

557 ROGERS AVE.

BROOKLYN 25, N. Y.

Economy Supplies The Nation!

CHICKEN SAM VARIABLE RESISTORS, 3000 OHMS, 25 WATT.....$1.50 EA.

5 Conductor Rubber-Covered Wire for Chicken Sams
9 Conductor Wire for Chicken Sams
18 Gauge, 2-Wire Zip-Cord Push-Back Wire

WRITE FOR PRICES

Fibre Contact Dividers for Relay on Mills —3 Bells and 4 Bells and other Equipment—15c each

Master Pin Game Locks.....ea. $ .65
Small Mercury Switches.....ea. 2.00
Large Mercury Switches.....ea. 2.50

TERMS—1/3 Deposit With Order, Balance C. O. D.

WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC.

ECONOMY SUPPLY COMPANY

615 TENTH AVE. ★ NEW YORK ★ BRyant 9-3295

Now Available

LIBERATOR

One Piece Shooting Game with Air Battle Illusion. Plenty of Action. Takes in Plenty of Dough

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

RADIO RIFLES

WITH TWO ROLLS OF FILM

$79.50

Only 15 Left Out of 200!

●

A VERY PROFITABLE ARCADE NUMBER

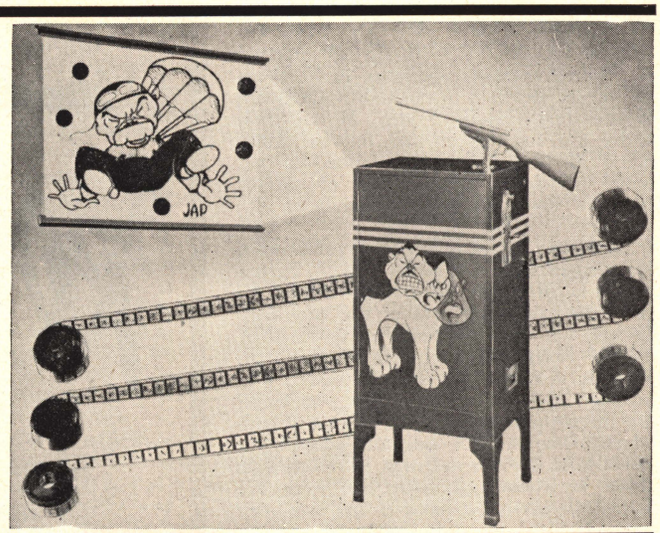
●

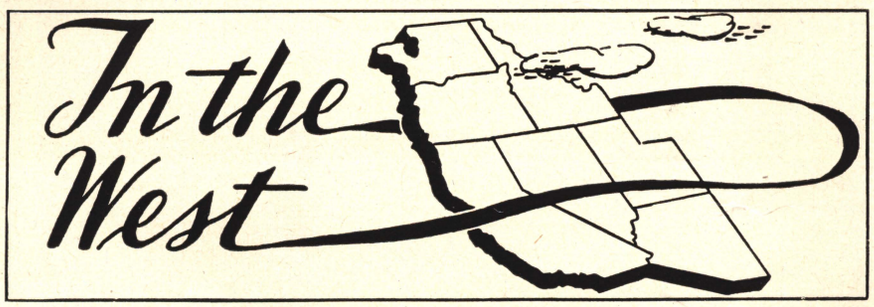
Write — Wire — Phone

Southwestern Vending Machine Co.

2833 West Pico Blvd. Los Angeles 6, Calif.

RO. 1421





Los Angeles

March 15th has rolled by and lads and lassies of the Coin Machine business have sent along enough "Morgenthau Lettuce" to assure a bumper crop in the Treasury Department. "The Take" is up in all parts of the Southland and returns for the first quarter passed the first quarter of last year, according to the grapevine.

Operators continue to exchange civilian garb for the "free" clothes Uncle Sam supplies to individuals entering the service. Latest entries include Clarence Philbin and John Hawley to the army; Arthur Weiss in the navy; Bob Cardiff, San Miguel, to the army; Al Cicero, San Luis Obispo in the Merchant Marine; and Glen Henson, Fresno, in the army.

Lucille and Paul Laymon drove over to Riverside to attend the March 3rd wedding of Cpl. Dale Cooper to Betty Louis Holmes of Riverside. Dale is the son of operator G. F. Cooper, and is stationed at March Field near Riverside. Couple honeymooned at Laguna Beach.

Another wedding of the month was that of Frank Root to Margaret Nagy of Los Angeles. Bride had served as a secretary for the Fullerton Oil Co., and the bridegroom is a veteran of the coin machine business and currently operating his own liquor store in town.

Recent out-of-towners visiting Southwestern Vending included Joe Grater, Oxnard; C. A. Weber, Ridgecrest; and O. N. Crafts picking up equipment for the Arcade on his Carnival. Incidentally Harry Kaplan's son, Louis, a sergeant in the air corps, is now in the Philippines.

Neal Gellser, Milwaukee, is here looking over the field and hopes to go into the operating business. Gellser was a former operator for Bill Happel in the old days back in Wisconsin.

The order register at Laymon's recorded the following in during the past month: Stanley Tracy, Kingman; Raymond Reynolds, Big Bear; Dick Gallagher and Dick Sharp, Santa Ana; Dr. Rice, Fry, Ariz.; W. Ellis Johnson, Claremont; Jack Beavers, Oxnard; Tommy Mason, San Ysidro; Ivan Wilcox, Visalia; Glenn McCarter, Calimesa; George Jadoon, Reedley; Ken Hathaway, San Luis Obispo; Ted Ramsey, Tehachapi; Harry Kruzie, Fresno; A. R. Kelly and D. H. Harvey, Pismo Beach; Pete Thelen, Glendale; Elmer Smith, Santa Paula; Taylor Teaford, North Fork; Lucille Toler, Barstow, and Raymond Hexemer, Calgary, Canada.

Sgt. James Fausett spent most of his 17 day furlough back in Long Beach where the boys all knew him as Hymie when he made Joe Richarme's offices his headquarters. Fausett brought along a new bride. He is now stationed at Randolph Field, Texas.

Gene Laurant, San Luis Obispo, has reported for army duty.

Nick Carter has classified his Nickabob Sales Co. as "Skee Ball Headquarters" for western operators and a visit to the establishment will convince you of the sincerity of his assertion. The place is filled with used Skee Balls, parts and supplies, and a refinishing department has been set up to recondition games to the point where they present a brand new appearance.

Carl Collard, San Bernardino, is recuperating from a recent operation.

Ben Corenblum is on a vacation to Birmingham, Ala., to visit his mother.

Influenza has made its regular winter visit and those entertaining it included Dolores Minthorne who spent the better part of a month at home; Lucille Laymon, who still has the sniffles; Bill Leuenhagen and Al Slick who were bedded down at home for a couple of days. Say the pair: "We mixed a pint and a quart and emerged victorious. Want to know how to compound the stuff? Come in and we'll

LAS VEGAS

Will be converted from the following games:

CASH PAYOUT
Pacemaker
Grand Stand
Sport Page
Thistle Down
Kentucky
Turf King
Jockey Club
Long Shot
Santa Anita
Sport King

Hawthorne
Quinella
Derby Time
Fairmount
Grand National
Fairgrounds

FREE PLAY
'41 Derby
Sport Page
Pimlico
Club Trophy

Sport Special
Record Time
Dark Horse
Blue Grass
Eureka
Whirlaway

COMB. FP & PO
Fortune
Contest
Skylark

and from any other 1-Balls

REMEMBER: LAS VEGAS has been proclaimed a positive winner by every operator who has played it—it's definitely the top game on the 1945 Hit Parade of Conversions!

GLOBE ELECTRONICS

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SAMSON, JR.

RUBBER WHEEL

HAND TRUCKS

Just the Thing for Moving Phonos, Consoles, Games, etc.

$14.95

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

give you first hand information." Incidentally Leuenhagen is scouring the town for a pick-up truck.

Globe Electronics has had a banner number of operators, distributors and manufacturers in to see their console conversion "Las Vegas" and every one has acclaimed it the biggest moneymaker they've ever looked upon. It's a terrifically fast game and when it gets into production will be a prime favorite with operators.

Art Dawes, San Diego, chinned with coinmen in Los Angeles while on his way to Las Vegas.

The equestrian ability of Bud Parr is open to speculation on the Row since Bud has shown up for a second time with a swollen jaw and bruises as the result of being thrown from a horse. Bud has a stable up at his hacienda to house two palominos who bear the tender names of "Frank" and "Root". To date, the nags haven't accustomed themselves to the canyons around Bud's house and after a short session of walking up and down trails they express their contempt by tossing the Master off into the bushes. Wanted: A column on "How to Handle Nags".

Gordon Mills, Chicago, put up at the Hollywood Roosevelt while here on matters pertaining to Soundies.

Jack Nelson, Chicago, arrived on the Coast in mid-March on business for Superior Products. Al Stern of Monarch Coin, Chicago, also put in an appearance at the same time and expects to remain for a spell.

Jane Porter, the efficient secretary at Jack Gutshall's office, says her hubby is now at a destroyer base near New Guinea.

Lou Wolcher, San Francisco, visited L. A. the first week of March and spent a day with Bill Happel.

Roy Yoder, operator for G. F. Cooper in Riverside, participated in an auto accident on the 13th. Roy ended up with a cut on the nose, leg injury and bruises, and will be a mattress addict for a few days.

Customers continue to flock to Coinmatic and Preston Jarrell has added a secretary and bookkeeper to help with the detail. The firm has built up a most commendable stock of supplies for operators.

WANTED TO BUY

HIGHEST CASH PRICES FOR YOUR EQUIPMENT

BALLY CLUB BELLS, FP and PO
HIGH HANDS, FP and PO
JUMBO PARADE, CP, Late type red and blue Cabinet: Gooseneck type high head
JUMBO PARADE, FP and PO
KEENEY SUPER BELL, 5c, FP and PO
KEENEY SUPER BELL, 5-25c, FP and PO
MILLS THREE BELLS
MILLS FOUR BELLS, 5-5-5-25c

——FOR SALE——

Evans Bangtails, 1941, JP, DD, two-tone Cabinet
Evans Galloping Dominoes, 1941, JP, two-tone cabinet
Bakers Pacers, JP, DD
Lucky Lucre, 1941, two-tone cabinet
Pace Twin Reels, 10c
Pace Twin Reels, 10-25c
Saratoga 5c, FP, PO
Saratoga, Rails and skillfield, 1941, 10c

Phone, Wire or Write For Immediate Action

PACIFIC COAST DISTRIBUTORS

2316 SOUTH UNION AVE. All Phones: RIchmond 5527 LOS ANGELES 7, CALIF.

Lucille Laymon has a new stripe on her Red Cross uniform signifying three years of service in the Mobile Blood Bank, Mine Field Canteen and Special Duty Corps. Congratulations, Lucille. You typify the patriotic spirit of our gallant women in the Coin Machine Industry.

J. Frank Meyer, Exhibit Supply prexy of Chicago, is enjoying the spring season at Palm Springs.

Harry Kaplan has found his beer and wine distributing subsidiary a very interesting activity. Harry has a well rounded line and has built up a neat catalog of customers.

F. P. Carter purchased the arcade machines that formerly comprised the Trevillian Arcade in Santa Barbara. Nick also purchased a stock of Arcade stuff on the pier at Long Beach.

Since Bill Leuenhagen announced his new repair and service department in the last issue he's been flooded with work. Just recently Carl Fisher, Inglewood; Howard Grohe, Frank Holman, Sam Hardman and Louie Navarro, Los Angeles; W. P. Middleton, Glendale and Tommy Mercadante, San Bernardino had equipment in for attention.

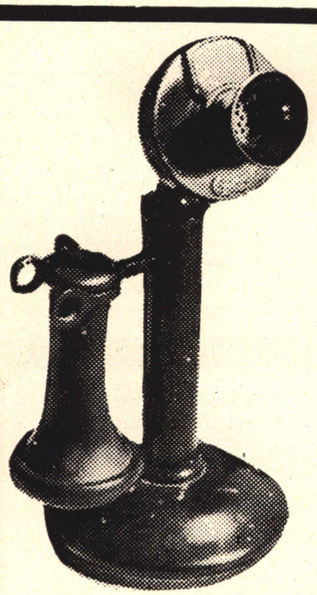
Maurice and Frank Kozinsky, who make pictures under the name of the King Brothers and who used to operate locally, were offered nearly a million dollars by a major studio for a picture they have just completed based on the life of the bank robber and notorious gangster, Dillinger.

Aubrey Stemler has taken up temporary headquarters at 1119 Venice Blvd. and will shortly announce new plans for the future.

A number of local coinmen made it north for the opening of the San Francisco branch of California Amusement. Bill Wolf's local branch closed and the personnel all went up for the celebration.

J. A. Ewing, Bakersfield, and his partner have purchased a 28 unit motor court 260 feet from the entrance gate to The Jackson Hole National Monument near Jackson, Wyoming. A creek, filled with trout a foot or more in length, skirts the property. The pair intend to open a curio store and plan for a big season this year.

Associated Operators of L. A. County continues to receive thank you letters for cash donations, merchandise supplied,



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Call EXposition 7162 for
FIVE BALLS-SLOTS-CONSOLES
PHONOGRAPHS and REMOTES

●

Bring Your Equipment
Maintenance Problems to Us!

We have enlarged our repair and maintenance service and can now take care of the repairs on all types of coin-controlled equipment.

BRING YOUR MACHINES IN FOR EXPERIENCED PRECISION WORKMANSHIP

We have a lot of Marble Tables available for dismantling for parts. Will close out reasonably.

W. H. LEUENHAGEN & CO.

EXposition 7162

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Mills
Vest Pocket Coin Chute
MAGNET

Eliminates Milking or Cheating.
$1.50 and your old magnet

—— SEE ——

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

games and phonographs loaned and presented with the compliments of AOLAC. Included in the latest group was the Hollywood Guild and Canteen's thanks for 15 cases of milk; U. S. Naval Auxiliary Air Station at 29 Palms appreciation of pin ball machines present; Army Air Forces at Santa Ana for help in repairing devices in the Officer's Mess; and a letter of appreciation for a check sent the Mount Sinai Hospital and Clinic. Said Curley Robinsson to the membership: "We are continuing to donate pinball games and doing our utmost to comply with every demand made upon us by the army and navy for the boys in the service. If you receive a request for recreational equipment, you may refer them to us and we will endeavor to meet their requirements."

Chris Christensen, now in the army, spent a portion of his furlough getting back in harness at Southwestern Vending where he was employed before his induction.

Bud Parr and Charlie Robinson returned from a quick trip to Las Vegas and Reno the first of the month and Charlie had a black eye to explain to the natives. It seems the boys encountered all kinds of weather, got off of the road a few times in blinding snow and, comfortably ensconced in a Reno hotel decided to celebrate their good luck by having a few. Charlie got a bit ahead and Bud suggested a cold shower. Not thinking to test the water Charlie jumped in the shower and turned the cold water on full blast. What happened after that must have been amusing to see. At least it was doing this quick get-away that Charlie landed on the bathroom fixtures, blackened his eye and gained a cut that took two stitches to close. Latest news, March 14: Bud Parr and Charlie Robinson left for Las Vegas on a business trip. (Who'll return with a black eye this time?)

Come On Over!

You're more than welcome in my new Liquor Emporium and we've some mighty fine buys and special offers on hard-to-get items for members of the Coin Machine Industry. Just say: "Frank, what are the back-room offerings today?" We'll try to amaze—and serve you, too! Come on over.

FRANK ROOT LIQUOR STORE

3345 West 8th Street Los Angeles, Calif.

Fitzroy 5190

San Francisco

While M. Pollard Co., distributors, feels the pinch of no Rock-Olas to be had, the firm is still doing a thriving business buying and selling used equipment. The showroom is a very pleasant sight containing a lot of desirable merchandise. Also a large, efficient repair department is maintained where two days' service is given, according to Pollard.

In the good old days when gas and tires were plentiful, Royal Amusement Co. and Grosso Amusement Co. were a regular meeting ground for operators from many counties. The contacts are still kept up but visits are scarce and far between. It was a pleasant surprise when Albert Rozario, biggest operator in Sonoma and Marin County of phonographs, dropped in. Royal Amusement, owned by Mardie Fere, and Grosso Amusement, headed by Mr. and Mrs. Grosso, are independent twin establishments, sharing the premises at 445 Turk St. Mainstay of the business is operating phonographs, but phonographs are also rented for occasions like weddings, banquets and parties. Most of the phonographs handled are Wurlitzers, but there is also a good representation of Rock-Ola.

Louis Grosso and Mardie Fere jointly sponsor a semi-pro, class AA baseball team which won the first game in a three game series for the league championship. The next game is to be played in the near future. The team had been invited to participate in the annual benefit contest at the Seals Stadium in which almost a score of top-ranking teams meet in competition.

Royal Amusement and Grosso Amusement are also co-sponsors with Dan Newell of a 30 minute radio program, Sports Parade, heard over station KSAN Sunday evenings.

Gisela Ney

Denver

Wolf Reiwitz of the Wolf Sales Co. has just returned from a trip to Salt Lake City. He reports that J. A. Stevenson, Consolidated Amusements is remodeling his shop and offices. When completed, he will have one of the most modern offices in the Rocky Mountain region. Stevenson will

ARCADE MACHINES

6	Bally Rapid Fire Guns. Ea.	$200.00
6	Evans Tommy Guns. Each	150.00
2	Chicken Sams. Each	125.00
2	Shoot the Jap. Each	150.00
1	Mutoscope Sky Fighter	350.00
1	Mutoscope Ace Bomber	395.00
2	Keeney Anti-Aircraft. Each	75.00
6	Mills 1-2-3, '39, FP. Each	75.00
6	Mills 1-2-3, PO. Each	110.00
6	Mills Owls. Each	90.00
1	Mutoscope Photomatic, Late Model	1,000.00
1	Voice Recorder	500.00
5	Evans Ten Strike. Each	50.00
1	Scientific Baseball	100.00
3	Wurlitzer 111 Bar Boxes, New. Each	40.00
	Sport Page, PO., 1 Ball	60.00
	Hawthorne, PO., 1 Ball	75.00
	Track Record, PO., 1 Ball	125.00
	Pace Maker, PO., 1 Ball	80.00
	All-American Derby, PO., 1 Ball, New	300.00
	All American Derby, PO., 1 Ball, Used	200.00
	One Way 5-Cent Super Bell, FP., PO	395.00
10	Buckley Track Odds Daily Double, Late	700.00
3	Mills 4-Bell Cabinets, New. Each	32.50
3	Evans Lucky Stars. Each	295.00
5	Paces Races Red Arrow. Each	265.00
1	Gold Cup	50.00
200	Mills Slots, Chromes, Brown Fts., Cherry Bell, Club Bells, Write, 5/10/25/50	
10	Buckley Diggers and Cranes. Each	60.00
2	Mills Hi Boys. Each	$ 75.00
25	Mills Green, Blue, Gold. Each	65.00
10	Mills Glitter Gold QT., 5 Cent. Each	130.00
15	Mills Glitter Gold QT., 1 Cent. Each	75.00
10	Mills Green 5 Cent QT. Each	65.00
10	Mills Blue 5 Cent QT. Ea.	90.00
2	Nickel, One Dime, One Quarter Rolotops With Stands	500.00
25	Single Cabinets Slots Stands, Mills. Each	30.00
15	Double Slot Cabinets. Mills. Each	80.00
30	Weighted Mills Safe Stands. Each	25.00
60	New Relays for Mills Four Bell Machines. Each	3.00
5	Jennings Good Luck Consoles. Each	50.00
150	Mills Standard Slot Machine Handles. Each	2.00
25	5/10/25 Cent Wurlitzer Boxes. Each	25.00
3	Mills Empresses. Each	310.00
2	Mills Thrones. Each	275.00
5	Packard Wall Box Brackets. Each	3.50
1	Packard Juniper Adaptor	39.50
3	Mills Dice Machines, 25 Cent Play. Each	75.00
10	Columbia Bells, Chromes, DJP., Convertible. Each	80.00
1	Seven Way Caille Slot	100.00
3	Pace Slug Proof, 5/10/25, Good as New. For Three	525.00
25	Free Play Pinball Tables	

WYOMING NOVELTY COMPANY

540 E. Yellowstone
CASPER, WYO.
Phone 542

RUBBER ZIP CORD
5c per foot
7-WIRE SHIELDED CABLE
for Ray Guns....25c per ft.
BUY NOW WHILE SUPPLY LASTS

—— SEE ——

PAUL A. LAYMON
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SKEE BALL HEADQUARTERS

for the Western States

We carry a large stock of parts for the convenience of Skee Ball Operators . . .
Pull Down Arms, Segment Gears, Wooden Balls, etc., etc.

SPECIAL

6 MIDGET SKEE BALL GAMES
PRACTICALLY NEW! WRITE FOR PRICES.

Skee Ball Reconditioning

We refinish and recondition your equipment in our own shops. Beautiful color designs to revive interest and increase the play. Let us show you some of our work. You'll be pleasantly surprised.

We Buy and Sell

SKEE BALLS

Any Number—On or Off Location

NICKABOB SALES COMPANY

(NICK CARTER)
FAirfax 1461

2525 West Pico Boulevard, Los Angeles 6, California

have a formal opening in the next thirty days.

A. C. Roberts, partner of Wolf Sales Co., is now at the Aerial Gunnery School, Tyndall Field, Panama, Florida. A. A. Roberts, brother of A. C. Roberts and also a partner of Wolf Sales, reports a new arrival at his home. It's a baby boy, born February 24, weighs 7 pounds, 6 ounces. The first baby in the family. His name is Douglas Clark Roberts.

J. P. Blackwell is taking a vacation in the Sunny South with his family. He is expected to return as soon as spring opens up.

C. J. Fendrick, one of the largest operators in the city—known as the "Scale man," said there had been a decided slump in business since last fall and especially during the winter, because so many service men are leaving the district. There has been very little buying of machines since last summer. Many firms have closed up, consequently all operators have surplus equipment on hand at this time.

Fendrick said that there had been a great deal of pilfering and breaking into machines lately. It is believed that high school boys and some of the soldiers stationed in the Denver area are responsible. Many of the latter have been working for coin machine companies in the East and some of them have master keys to phonograph machines. So it is pretty well established that much of the pilfering has been from the service men in training at Lowry and Buckley Fields and at Fort Logan. Up to the present they have been unable to apprehend the culprits.

Fendrick has a long-time record as an operator of weighing machines, amusement machines and arcade equipment for almost 48 years. He has been an operator in Denver for almost 24 years.

Frances Conrey

Seattle

In army parlance, it's the man behind the man behind the gun who is the decisive factor in bringing forth a successful military decision. In the jargon of wired music, it is the girl behind the mike behind the operator who either makes or breaks a location.

If a citation for efficiency were on the presentation agenda, Russell Amusement's Martha Stivers would be a forerunning contestant. Martha is a dark chubby girl who, on first appearance, looks like the type at their best relaxed in an easy chair nibbling chocolates. But behind the turntables, she is a veritable dynamo.

Life behind the wire goes something like this: The yellow light, signifying that 15c has been chuted, flashes on the panel. She flips the switch and says, "Number, please." The customer names two records by numerical designation and then gives one by name—or he calls out only two. The happy adjustment must be made, the records must be slipped out of their jackets and placed alongside the turntable, the customer's superfluous conversation—such as "What are y'doin' tonight, Babe?"—must be cut short and the other eleven or twelve turntables kept functioning.

It's not "Blue Monday," that harasses Martha but "Tempestuous Saturday," because pressure and play are at full blast then. The most aggravating situation is when two drunks speak into the same

KEY RINGS
NICKEL NUDGERS
(Convenient Change Device)
LIGHT BULBS FOR GAMES (ALL SIZES)
—— SEE ——
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IN EVERY BAND THERE'S A SOLOIST . . .
. . . an individual to whom is entrusted the major assignment of putting across the most intricate parts of a difficult selection. THE SAME HOLDS TRUE IN THE REPAIR AND MAINTENANCE FIELD . . . one shines forth and excels in the repair and maintenance of 4 Bells, Vest Pockets, I-Balls, Paces Races, and the like . . . and that ONE is Globe Electronics . . . not by self claim, but by acclaim of dozens and dozens of Southern California operators who have found Globe Electronics DOES IT BETTER—CONSISTENTLY!
REMEMBER—
ALL EQUIPMENT INSURED AGAINST FIRE AND THEFT WHILE IN OUR SHOP.
GLOBE ELECTRONICS
1221 VENICE BLVD. (FI 6642) LOS ANGELES 6, CALIF.

mouthpiece simultaneously.

Sandwiched in between flipping buttons, pressing switches, sleight-of-handling discs, soothing irate customers, placating drunks and keeping the nickels coming are a few miscellaneous duties such as typing record tags, answering the phone and handling service calls.

In the order named, these are the songs which carried the most fingerprints last month: "Rum and Coca-Cola," "Don't Fence Me In," and "Twilight Time."

* * *

Recent visitors at Jack R. Moore Co. included the following out of towners: A. C. Watson, of Lewis and Co., Tacoma; Mr. Guthrie of the Western Music Co., Spokane; Gino Magrini, Tacoma Novelty and Sound; Chet Pepple, Wenatchee; L. R. Farrell, Mt. Vernon; Mr. Lewis, Klamath Falls, Ore.; Hobart Hedrick, Shelton, and many others.

An unexpected and pleasant surprise greeted the Bert Beutlers this month when a long distance phone call came in from Santa Ana, Calif., announcing the safe return of Mrs. Beutler's brother after 3 years in the India-Burma-China theater of war as a medic attached to the Air Corps. Sgt. Luther Alger, by name, was transferred by request to Fort Lewis, Wash., for dispersal, and there received his furlough leave of 4 weeks. Laden with citations, service stripes, campaign pins, a Tibetan Spaniel dog and worlds of experiences to relate, Sgt. Alger spent a hectic week with the Beutlers, receiving a royal welcome and seeing the Northwest for the first time.

He then trained to San Francisco to catch a plane for a look at the old home town of Ashland, Kentucky. He reports back to Santa Ana after his furlough for reassignment which he hopes will be European duty.

City ops who carried furrowed frowns on their faces when the Byrnes midnight curfew bell tolled, are smiling broad-beamedly because play has increased as a result. A vet op explained it thusly: "The gang who used to take off at ten p.m. for some out-of-way night spot and remain until the small hours of the morning stay in town now because it isn't practicable to travel a long distance for just a few hours' entertainment. Then, too, there are phonos and pin games in restaurants and the curfew doesn't effect them."

Quickies . . . Old-time Arcadester Earl Heroux is no longer at the old familiar haunts, having sold his coin game interests and retired to a cigar-candy store in White Center. But the flame still burns—a few assorted arcade pieces are in evidence . . . Add retirers: The Waltz Music Co. is no more, with Boss Don devoting his time exclusively to war work . . . The Schnabel shop has added two discharged servicemen to the payroll: Johnny Inman and Johnny Larrabee.

Cpl. Louis Karnofsky

Portland

Max Arnsberg of Northwest Sales, recently home on furlough, has returned overseas.

Recent visitors to Portland . . . Bert Schuler of Newport . . . W. R. McPherson of Eugene . . . Heine Adrian, also of Eugene . . . A. Pizanti and wife of Vallejo, California . . . Vic David and son, who is a Lieutenant in the Air Corps . . . B. A. Mecklenberg of Mack Sales Co. from Warrenton, Oregon . . . Mrs. Mel Dix, who with her hubby works for Mack Sales at Bend, Oregon . . . Sol Esfeld of American Discount Co. of Seattle.

R. M. Waggener of Coin Machine Acceptance Corporation, Chicago, and his wife were recent visitors to the Coast.

The Jack R. Moore organization was very happy to receive a card from Lt. Charles M. Howe, one of its former employees, who is a prisoner in Germany.

Ace Arnsberg is very busy in defense work. Harry Arnsberg of the U.S.C.G. recently had a severe injury to his hand, however, has been called back and is in limited service now. With all of the Arnsberg boys here in the service or in defense work, their sister, Mildred Israel, has plenty to do helping run the Northwest Amusement.

John A. Ruggiero of the Moore Co. San Francisco office recently took a much needed rest at Carmel-by-the-Sea. George G. "Gardy" Goss, formerly with Jack R. Moore Co. in Salt Lake City, is assisting John Ruggiero. John Chalman of that office has recently been inducted into the service.

Marty Fibiger of the U. S. Navy is now in California with his wife, Joan. We imagine Marty experienced some rather exciting times, as he was on the U.S.S. A. J. Grant.

Dale H. Grimes, who for the last three months has been in Portland, has returned to assist the new manager, Ralph Perin, at Jack R. Moore Co.'s Spokane office.

Received an interesting letter from Orval Emerick, former bookkeeper of Jack R. Moore Co., who is a Sergeant in the U. S. Army and is now in the Philippines. Had a letter from Donald McLain, who was a phonograph operator in Portland for An-

BIG SPRING CLEARANCE SALE OF ARCADE MACHINES

ORDER YOURS NOW FOR SPRING AND SUMMER RESORT SEASON

ALL MACHINES COMPLETELY RECONDITIONED—IF NOT SATISFIED RETURN WITHIN 10 DAYS—MONEY WILL BE REFUNDED

ARCADE EQUIPMENT

1	Photomatic	$1500.00	2	Western Baseball @	155.00
1	Smile-a-Minute	950.00	1	Love Pilot	165.00
3	Bally Alley @	35.00	2	Super Bomber @	395.00
1	Roll in the Barrel	115.00	2	Ace Bomber @	395.00
2	Talkie Horoscope @	240.00	2	Drivemobile @	395.00
3	Sky Battles @	295.00	4	Skyfighters @	375.00
4	Anti Aircraft @	95.00	1	Liftograph @	165.00
1	Kirk Astrology Scale	125.00	1	3 Col. Card Vender @	55.00
1	Kirk Astrology Scale (tall)	165.00	1	Stamp Vender Roll	50.00
2	Genco Playball @	160.00	1	Electric Shocker	15.00
5	Batting Practice @	135.00	2	Skill Jumps @	42.00
3	Tommy Guns @	175.00	1	Pikes Peak	20.00
2	Keeney Submarine @	195.00	1	Radio Rifle with film	65.00
1	Texas Leaguer	37.50	1	Cigarette Vender	45.00
4	Ten Pins @	55.00	1	Butter-Kist Popcorn Machine	125.00
6	Select-a-View @	30.00	2	5c Bally Bull @	95.00
3	Mutoscope Peeks @	30.00	1	5c Chester-Pollard Golf	75.00
2	Traveling Crane @	80.00	1	5c Chester-Pollard Football	125.00
2	Ray-o-Lite @	125.00	1	5c Vi-Ader Foot Vibr.	75.00
3	View-a-Scopes @	22.00	1	5c Basketball	60.00
2	Chicken Sam @	140.00	1	Mutoscope Reel "42"	95.00
1	Jail Bird	175.00	1	1c Iorn Mutoscope Reel	35.00
1	Shoot-the-Chutes	195.00	1	5c Jr. Basketball	45.00
1	Scientific Baseball	87.50	2	5c 3 Col. Card Vnd. @	45.00
1	Kicker & Catcher	25.00	4	2c Muto. Card Vnds. @	35.00
1	Triple Gripper	20.00	4	5c Mills Peek Mchs. @	125.00
1	Foot Vitalizer	80.00	2	5c Coin Movies @	165.00
2	Wind Jammer @	75.00	2	5c Air Raiders @	235.00
2	10c Astrascope @	125.00			
2	Seeburg Astrolograph @	70.00			

1	5c Torpedo	160.00
1	5c Muto. Hockey	90.00
1	5c Bally Defender	375.00
1	1c Gypsy Palmist	95.00
1	5c Solar Horoscope	110.00
1	1c Exh. Card Vender	35.00
1	1c Exh. Kiss O'Meter	145.00
1	5c Baseball	45.00
1	5c Chi Coin Hockey	215.00
1	5c World Series	95.00
1	1c Exhibit Fist Striker	75.00
1	5c Exhibit Hi Ball	95.00
1	5c Poker Joker	75.00
1	Scientific Punch. Bag	195.00
3	Kirk Guesser Scales @	125.00
5	Muto. Card Vendrs. @	45.00
1	Knock Hitler's Pants Off Baseball Throwing Gm.	165.00
1	Doll Rack Complete with Baseballs, etc.	125.00
4	Duck Pin Alleys, Whole Set, Comp. Equipped	800.00
1	A.B.T. 6 Gun Airomatic Rifle Range	3800.00

Complete with all equipment, compressor, targets, 50,000 B. B's, cartridges, etc., all factory reconditioned. Satisfaction guaranteed.

ARCADE SUPPLIES

1	Neon outside V type sign, size 5 ft. x 8 ft. Reads "The Playdium Amusement Center" on both sides	$650.00
1	Neon inside front window sign size 4 ft. x 4 ft. Reads "The Playdium Recreation for All"	275.00
1	Large Electric National Cash Register. Used 6 Months	295.00
3	Small Cash Registers @	65.00
18	Fluorescent fixtures 48" Comp. with Lamps @	9.50
1	Neon sign reads, "Voice Recording Studio." Size 24" x 24"	50.00
1	Neon inside sign for A. B. T. Gun Range. Reads "The Gun Club, 20 Shots for 10c". Size 3 ft. x 5 ft.	250.00
1	Neon sign reads "Electric Rifle Range." Size 24" x 24"	65.00
1	Neon, reads "Play for 5c"	40.00

All the above signs are complete with transformers. 10% off on all Cash orders of $2,000.00 or more. $7.00 Crating Charge on all Floor Machines.

Wire, Phone, Write for Sample

STEWART NOVELTY COMPANY

250 SOUTH STATE STREET SALT LAKE CITY 1, UTAH

ALL PHONES 3-5055

Improved

5c—10c—25c

SCAVENGERS

for

Mills Jumbo Parades and Mills Four Bells

Part #505A, $3.50 each

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

derson Service. He is also somewhere in the Pacific. Ensign Bert Meagher of the Naval Air Corps, also of Portland, is in California. He and "Chuck" Howe were buddies.

Alice and Clarence Iltz (Sergeant in the Army Air Corps) are being transferred from Casper, Wyoming, to Albuquerque, N. Mex.

Marshall McKee, formerly of Playmore Park and Marion County Amusement at Woodburn, Oregon, is home on furlough. His father-in-law, Cecil Jones, is running the business while Marshall is busy helping to win the war.

A Blessed Event is being announced by the Clayton Ballards . . . a baby daughter. Clayton will be remembered for having sold Packard Boxes. He represents Bennett Sales. This is their second child. They have a little boy now three and a half years, at whose birth they sent out a very unique announcement in the form of a phonograph recording . . . wonder what they will send out for this new baby. Also born to the wife of Al Brun, formerly Coast Amusement Co. employee, now in the Army somewhere overseas . . . a son . . . six and a half pounds.

Alice Balingrud . . . that brave gal of Western Distributors . . . still right in there pitching. She still keeps all the records for Western Distributors and spends several days a week down at the Arcade.

Bert Beutler, Seattle Manager for Jack R. Moore Co., together with his wife, Freda, who is also his secretary, were recent visitors to Portland.

J. E. Cusson made a trip to Chicago in an effort to secure parts for the Jack R. Moore organization. While East, he made a stop-over in Winnipeg, Canada, where a reunion was held with his brothers and sisters, whom he had not seen in 25 years. He has just recently been commissioned an Ensign in the U.S.C.G.(T) and was one of the eighteen cited for over 600 hours of service in the Temporary Reserve, at which time he was also presented with a wrist tag award.

E. Roland Allen of Schoen Enterprises . . . that debonair gentleman of the Coin Machine industry . . . celebrated his daughter's birthday the other day. Barbara Jean is now one year old and E. Roland has taken a very paternal air since the advent of his daughter . . . we know she must be a little darlin'.

Nat Schoen of Schoen Enterprises is a busy man these days . . . his enterprises keep him steppin'.

Bob Dowsett from Bend, Oregon, now a Machinist Mate 1/C, was recently a visitor to Schoen Enterprises . . . home on furlough . . . kinda looking things over.

Don't Be An "APRIL FOOL"

Your present equipment MUST LAST until the war is over. Therefore it deserves the very best of attention by seasoned and skilled mechanics who have your best interests at heart. Like the eager beaver on All-Fools Day you, too, will feel like wearing a "Kick Me" sign if you entrust your equipment to inferior hands.

We specialize in repairing amplifiers, checking and lining wireless boxes on location, repairing Super-Bells, One Balls and Five Balls. Expert work at live-and-let-live prices.

We can motorize your Club Bells to make the reels run as smoothly as Super Bells. No more broken handles!

OPERATORS SERVICE

(Jimmie Rutter)

2307 W. Pico Blvd., Los Angeles 6, Calif.

DRexel 5015

Chet Doerr et al of Melody Amusements, Inc., on the job every day . . . Jess Fee, sponsor of Fee's Music Makers . . . that basketball team of high repute . . . also has acquired the old Paladium and runs a roller rink of the finest . . . still is busy with his restaurant business and last but not least his phonograph operation. Good luck to you, Jess!

O. W. (Otis) Anderson with his amicable smile is a very busy man these days.

Charlie Gilmore and Mrs. Gilmore spend quite a lot of time on their ranch, a short distance from Portland. He, of course, still has his phonograph operation but manages to get in quite a lot of time farming.

Bertie Kristol, wifey of Max Kristol of Montgomery Gardens, still is in the hospital but slowly recovering. Max still thinks he has a good investment in his Bertie . . . kiddingly says it is the first time in all the years they have been married that she has cost him any money . . . there's a real couple, those two!

Thomas Bushby is still at Pratt Army Air Field . . . Danny Matin of General Amusement is still at Pearl Harbor.

Einer Amundsen, who formerly was associated with Western Distributors and later with H. H. Beckett, phonograph operator, and more recently with the armed forces, is now in the Philippines having been 32 months overseas. He is hoping for a rotation furlough as he sure is a-hankerin' to get home. He will have many an interesting story to tell, as he has also been in Australia and New Guinea. A recent letter sent to Western Distributors says that it doesn't rain nearly as much in the Northwest as it does where he has been. Those Filipino women are easy on the eyes, so watch your step, Einer!

That California sunshine surely felt good when this writer and mother spent a week in January at Carmel-by-the-Sea . . . came back much rested . . . and rarin' to go!!

That about winds up the news from this neck of the woods . . . everyone hurrying to get the job done in an effort to help win the war . . . still buying bonds . . . donating blood and observing the curfew, which the local night club operators have taken in their stride along with other forms of rationing. Bon Jour.

L. Helen Cusson

To Manufacture Game

MILWAUKEE—A. R. Slade, of the Batter-Up Co., announces that he has purchased the manufacturing rights to an absolutely new principle of Ball Rack Games for Parks, Arcades and individual pitching or baseball stores for all season operating.

Game assists any ball player in perfecting his eye and pitching, and appeals in three different ways. A single player can thoroughly enjoy the scientific principle. It's competitive and thus attractive to two players; but the big appeal is in team play. Four, five or six men on a team can come to bat, or rather pitch in rotation, and every play of a ball game can be put into operation.

Entire construction is of available materials and Slade intends to go into immediate production. Game will likely sell for considerably less than $250.00 per unit. Further details will be announced in next month's issue.

RECOGNIZED DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

READY FOR IMMEDIATE SHIPMENT

USED GAMES		NEW GAMES	CONSOLES	
2 Capt. Kidd	$75.00	ZINGO	2 Rock-Ola Ten Pins	$ 45.00
2 Zig Zag	75.00	ROCKET BUSTER	2 Evans Ten Strike	45.00
5 Playball	50.00	PITCH 'EM, CATCH 'EM	2 Tokyo Guns	175.00
3 Sport Parade	45.00	WEE GEE	1 Western Baseball	65.00
5 Sky Ray	42.50	SPOTCHA	2 Bally Rapid Fire	175.00
3 Bolaway	65.00		2 Paces 5c Red Arrow	200.00
3 Stratoliner	50.00		1 Paces 5c Brown Cab.	150.00
2 Ten Spot	45.00		1 Paces 25c Blk. Cab.	80.00

ALL NEW REVAMPS ON HAND FOR SHIPMENT.

We can supply you with parts for any Coin Machine. Send your Machines to us for repairs.

WANTED—Mills Phonographs, Panorams and Slot Machines—WANTED

OWL MINT MACHINE COMPANY, INC.

(New England Distributors for Mills Novelty Co.)

245 COLUMBUS AVENUE BOSTON 16, MASS.

Telephone Ed, Al or Jack Ravreby at KENmore 2640.

FOR INFORMATION ON

LAS VEGAS

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Watch for This Man

A notice has been issued by Law Enforcement Agencies in Los Angeles County to the effect that a felony warrant has been issued out of Compton, Calif., Justice Court, charging Grand Theft, 2 counts, for Lloyd Dean Calkins, alias Jack Harrington, male, white, American, 25, 5 foot 7 inches, 150 pounds, light brown wavy hair, brown eyes, large bald spot on back of head caused by burn in childhood.

Suspect Calkins works as a repairman on coin-operated machines and after gaining access to checks, forges owner's signature. He, and female accomplice, passed 27 such checks made payable to Jack Harrington on the Seville Distributing Co., Huntington Park operating firm owned by E. Stewart Trimble.

Suspect Calkins carries complete identification under the name of Jack Harrington, including a phoney discharge from the Army.

Illinois Tax Shrinks

SPRINGFIELD, Ill.—State Finance Director George B. McKibbing has reported that the cigarette shortage cost the State $800,000 last year because 800,000,000 fewer cigarettes were sold as compared with 1943. The two cent per pack tax collection totals ranged from an average of $1,000,000 monthly to a low of $837,000 in December.

SAVE ON FREIGHT

Western Operators Save on Freight From the East

5-BALL FREEPLAYS—Just Off Location—Perfect Condition

2 Defense	$119.50
2 Knockout	124.50
1 Jeep	119.50
1 Victory	114.50
3 Five-Ten-Twenty	119.50
1 Air Circus	109.50
1 Clover	79.50
1 Snappy	74.50
3 Monicker	74.50
1 Argentine	72.50
2 Owls—F.P.	85.00
2 Texas Mustang	69.50
1 Captain Kidd	69.50
2 Towers	69.50
1 Gun Club	69.50
1 Line Up	69.50
1 Zig Zag	64.50
1 Do Re Mi	64.50
2 Miami Beach	59.50
1 Twin Six	59.50
1 New Champ	54.50
1 A.B.C. Bowler	54.50
2 Seven Up	54.50
2 Ten Spots	54.50
1 Sink the Jap	54.50
2 4-Diamonds	44.50
1 Wild Fire	39.50
1 Mills Spinning Reel 1-Ball Payout	99.50

MAKE AN OFFER FOR ENTIRE LOT

All Machines Ready For Immediate Shipment—Terms 1/3 Deposit—Bal. C.O.D. fob Boise

COMMERCIAL APPLIANCE COMPANY

9th & State Sts. Boise, Idaho

Left to right: Bip Glassgold, War Work Coordinator; Blanche Bouchard, Secretary; and Frank DuGrenier, President of Arthur H. DuGrenier, Inc. proudly holding the Army-Navy 'E' Flag recently presented to their company for excellence in war production.

ARA Records Popular

HOLLYWOOD—The popularity and acceptance of ARA records has spread like wildfire across the nation and the local plant has been hard pressed to keep up with the tremendous and unprecedented demand for this new label from Hollywood which bids fair to becoming one of the "Big Four—or Five" in the very near future.

Frances Langford has just finished her second recording session for ARA records, doing 4 sides. Numbers are David Rose's "Our Waltz," "You Belong to My Heart" from the Walt Disney "Three Caballeros" film, "Close As Pages in a Book", a Romberg tune from the New York stage hit "Up In Central Park," and Cole Porter's "Every Time We Say Goodbye."

Smiley Burnette, top reigning cowboy favorite of Republic studios has also recorded for ARA, as has Hoagy Carmichael for his second session.

Jan Garber and his orchestra have joined the ARA roster of recording stars and first releases will be "My Baby Said Yes" and "Gonna Build a Big Fence Around Texas." Lou Costello, of Abbott and Costello, is another new ARA artist and will soon be heard on his recording of "I'm a Bad Boy," Boogie Woogie number.

ARA is increasing its production activities and is installing a mill to grind its own record stock on the Coast. Borris Morros, head of the firm, is in New York negotiating for increased production in the East.

Shelby York, salesmanager of ARA, reports terrific sales in all parts of the country on the initial releases. York is well known in the Coin Machine field and has had an embarrassing few weeks trying to take care of his many friends who appealed for quantities of records on the basis of old friendships. Every effort is being made to properly apportion the records so that all operators will receive just shares of those available.

Internee Returns

LOS ANGELES—Roy C. Jones, Jr., son of Roy Jones, phono. operator, is back in the country after being liberated from the Cabanatuan prison camp in the Philippines. Before going in the service Roy was associated with his father in the operation of a local route.

10 YEARS AGO

THE HOT NEWS IN THE REVIEW TEN YEARS AGO

Dick Talbert of Fresno received widespread publicity because he destroyed $9,000 worth of obsolete equipment to remove the machines from competition with modern equipment. The Arthur Flake Distributing Co. established offices in Dallas and A. W. Brenan opened the doors of a new coin machine firm, The Alamo Coin Machine Co. located in San Antonio. Don J. Leary was elected prexy of the Minnesota Operators Assn., with a staff including A. J. LeBeau, Phil Moses, William Cohen and H. H. Greenstein. Lou Wolcher opened a branch office in Los Angeles with Mac Sanders in charge.

Initial publicity appeared for the Second Annual Pacific Coin Machine Show to be held at the Ambassador Hotel in September. Event was keyed to follow the World's Fair at San Diego.

BARGAIN MART

PECAN LOG ASSORTMENT

1 Giant 2 lb. Pecan Log, 3 1-lb. Pecan Logs, 22 5-oz. Pecan Bars, 800 hole Board at 5c per sale takes in $40.00. Your cost, per deal, $12.95; 10 deals, $119.50. 1/3 deposit, f.o.b. this City. Reference: Dun & Bradstreet. PRECISION NOVELTY HOUSE, Hays, Kansas. (A-P)

SLOTS FOR SALE

1 Pace Twin Reels, 5 and 25c, perfect, $375.00; 1 Pace Reels, 5c, jackpot, rails, perfect, $100.00; 1 25c Brown Front, serial 434918, d.p.c.h., $375.00; 1 25c Pace De Luxe, red enamel and Chrome, 3/5, $225.00; 1 5c Pace DeLuxe, red enamel and chrome, 3/5, $150.00; 1 25c Rolatop Treasure, 3/5, $225.00; 1 25c Jennings Gooseneck, 2/4, good, $50.00; 1 10c Jennings, 2/4, good, $35.00; 1 50c Jennings Chief, perfect condition, $500.00; 1 50c Pace Comet, refinished and reconditioned, $450.00; 2 International Ticket Scales, perfect, $100.00 each. J. EDWIN THAMERT, 1402 Harrison Blvd., Boise, Idaho. (AM-P)

ARA

THE HOME OF

GREAT STARS

SURE WINNERS

CLIMB ON THE

ARA

BANDWAGON

JOIN THE

ARA

PARADE of HITS

CLIP AND MAIL THIS CONVENIENT ORDER BLANK

ORDER TO:

ARA RECORDS

686 N. ROBERTSON BLVD. HOLLYWOOD 46, CALIF.

BRadshaw 2-4388

Please Ship the Following Records:

Quantity	Title	No.	Artist	Type
.....	Rehearsin' / What The Sergeant Said	101	Joe Reichman	Ballad / Novelty
.....	Nobody Home On The Range / Drip Drop	102	Joe Reichman	Hill Billy / Jive
.....	Come With Me My Honey / Java Junction	103	Bob Crosby	Calipso / Jive
.....	That's What I Like About the South / Brazen Little Raisin	104	Phil Harris	Jive Rhythm / Novelty
.....	Dance With A Dolly / I Found A Million Dollar Baby	105	Town Criers	Novelty / Fox Trot
.....	No More Toujour L'Amour / Vine Street Parade	106	Hoagy Carmichael	Jive / Jive
.....	I'm Making Believe / The Gal Who's Got My Heart	107	Skinnay Ennis	Ballad / Jive
.....	Snoqualimie Jo Jo / Palladium	108	Town Criers	Novelty / Fox Trot
.....	Let Me Love You Tonight / More and More	109	Frances Langford	Ballad / Ballad
.....	Sleigh Ride In July / Jumpin' Jiminy	110	Skinnay Ennis	Ballad / Novelty
.....	Please Don't Play Number Six Tonight / Pretty Soon	111	Frances Langford	Novelty / Ballad
.....	Together / Here's A Kiss For Texas	112	Bob Johnston	Ballad / Novelty
.....	Atchison, Topeka & Santa Fe / It's Anybody's Spring	114	Bob Crosby	Jive Ballad / Ballad
.....	Whispering / The Very Thought Of You	117	Bob Johnston	Ballad / Ballad
.....	Boogie Woogie On Strings / Rum And Coca-Cola	118	"Porky" Freeman	Boogie / Calipso
.....	My Christmas Song For You / The Whale Song	3001	Hoagy Carmichael	Xmas Song / Novelty
.....	They're Gonna Kill Ya / Whistling My Love Song To You	4001	Stuart Hamblen	Hill Billy / Hill Billy

Total Records.....@ 45c each..... $.....

Add Federal Excise Tax 10% .....

$.....

Add Sales Tax.....2½% .....

Total $.....

SHIP TO:

Name.....

Address.....City.....State.....

Ordered by.....

Records shipped express unless otherwise specified

☐ Amount enclosed

☐ C. O. D.

Retail Price 75c

Price F.O.B. Plant

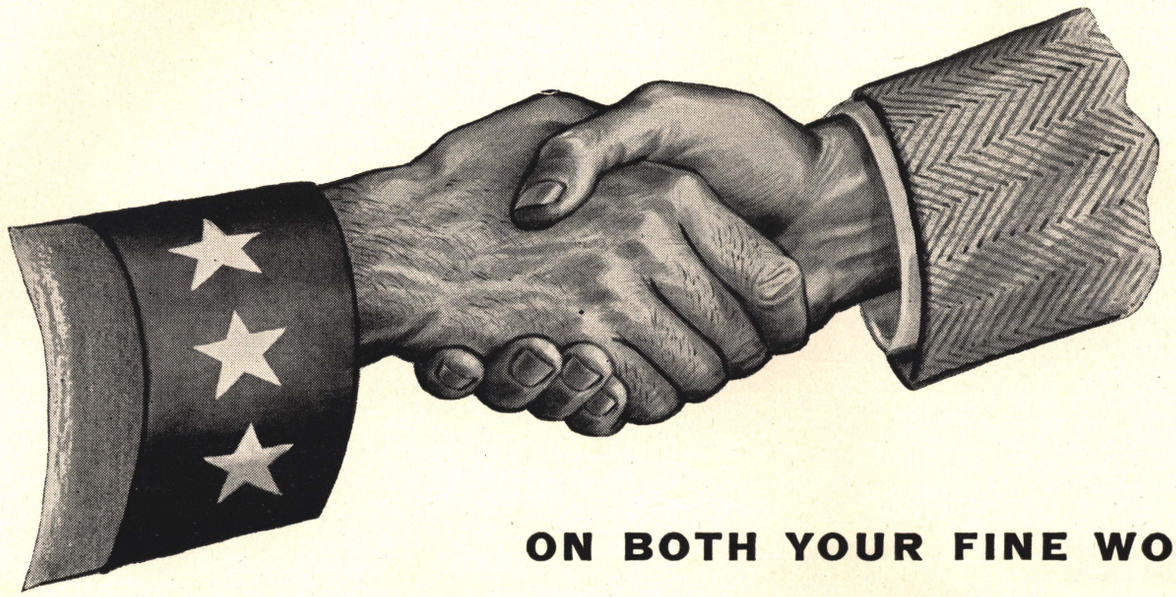
ARA RECORDS

686 N. ROBERTSON BLVD. HOLLYWOOD 46, CALIF.

BRadshaw 2-4388

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

CONGRATULATIONS...



COIN MACHINE REVIEW

64

FOR APRIL 1945

ON BOTH YOUR FINE WORK AND FORESIGHT ON THE PAYROLL SAVINGS PLAN!

IN your wholehearted support of the Payroll Savings Plan, you are doing far more than backing the most valid system of war financing—and building a powerful dam against the onrush of dangerous inflationary dollars.

By encouraging the all-out participation of your employees in this greatest of all savings plans, you are helping to create a sound economy for post war days.

With this same plan, you are assisting working America to build a mainstay against the inroads of unemployment and want—to save for homes, educational advantages and old age comforts!

You and your employees, through *mutual* cooperation in this forward-looking plan, are gaining a new and closer understanding—the cornerstone of a firmer, *mutually* profitable relationship!

National benefits, too, follow the "All Out" effort you are making! The prosperity of our United States rests on the economic stability of both management and labor. Your Payroll Savings Plan is working constructively toward the assurance of both!

The Treasury Department acknowledges with appreciation the publication of this message by

The COIN MACHINE REVIEW

★ *This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council* ★

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

LETTERS to the EDITOR

Gentlemen:

Once again we feel greatly indebted to THE REVIEW for outstanding support in the Christmas Seal Sale. You will be happy to know that our Seal Sale, incomplete though the figures are, is rapidly approaching the $1,250,000 mark. This is nearly $200,000 more than the record set in 1943.

Your participation in our publicity campaign has played no small part in achieving this record and we wish to take this occasion, though rather belated, to express our gratitude to you.

Calif. Tuberculosis Association

Dear Mr. Blackford:

I always feel very happy to have the privilege of thanking you for your generosity in contributing advertising space to our April campaign. Your help is especially appreciated at this time when space is at such a premium.

American Cancer Society

Gentlemen:

Just getting started here in San Francisco. You'll remember me as formerly of Los Angeles before September, 1942. Since then I have been working for Uncle Sam up to the present time.

Leon "Hi Ho" Silver, San Francisco

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April, 1945

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COIN MACHINE REVIEW 65 FOR APRIL 1945

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

ILLINOIS LOCK COMPANY

737 W. JACKSON BOULEVARD • CHICAGO

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

IN WAR TIME

Manufacturers of Aircraft Parts and Parachute Hardware

IN PEACE TIME

Manufacturers of precision Illinois and Duo Locks—distinguished for quality

Don't Let Your Subscription Expire!

PAPER RESTRICTIONS MAKE IT NECESSARY TO CUT OFF YOUR COPIES THE MINUTE YOUR SUBSCRIPTION EXPIRES. SUBSCRIBE AHEAD TO BE SURE OF NOT MISSING A SINGLE ISSUE.

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THE REVIEW:

Under your special Subscription Extension Offer please credit my account for the following number of issues:

5 YEARS (60 issues) $3.00
3 YEARS (36 issues) $2.00

Name .....

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Mail to

COIN MACHINE REVIEW

1115 Venice Blvd. Los Angeles 15, Calif.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

BARGAIN Mart

5c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING——
We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 1212 East Colorado Blvd. (rear entrance), Glendale 5, Calif. Phone: CItrus 1-1093. (TF-C)

CIGARETTE AND CANDY——
Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

25c SLOTS——
Superior Race Horse, $64.50; Jennings Reserve Jackpots, $49.50; Jennings Victoria Visible Reserve, $54.50; Pace Bantam, $44.50; Pace no jackpot, $24.50. COLEMAN NOVELTY CO., Rockford, Ill. (MAM-P)

DEVIE DEVLET——
is paying 14c each for used records of the fourth grade up. Telephone Monrovia 3241. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Calif. (FMA-C)

WANTED FOR CASH——
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

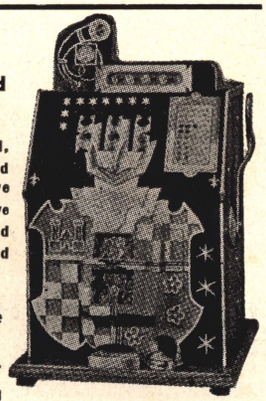
POSTAGE STAMP MACHINES WANTED—
All models. Can especially use N. Y. or Schermack roll models in any condition. State what you have, price asked, etc. FRANK, 2438K South 4th Street, Philadelphia, Pennsylvania. (MAM-P)

ALL KINDS——
Rebuilt 5c candy selective vending machines, LoBoy 1c weighing scales, 5c electric drink vendors, 1c ticket weighing scales, 1c nut, and postage stamp machines. Write for price list! ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Illinois. (MAM-P)

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service
1070 Thompson St.
Glendale 1, Calif.
Tele. CItrus 3-3721



WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

PHOTOMATICS——
Available for locations on percentage basis, within 300 miles of Los Angeles. McGUIRE, 313 North Santa Ana Street, Bellflower, California. (6-45-P)

CANDY MACHINES——
Several 8-column Rowe Candy Vending Machines with enclosed cabinets. Very good condition. NATIONAL DISTRIBUTORS, INC., 1760 Columbia Rd., Washington 9, D. C. (MAM-P)

POSTAGE STAMP MACHINES——
New 1945 models, selling 1c and 3c stamps, $29.50 complete. Ask for illustrated catalogue. PARKWAY, 3046J Tioga, Baltimore, Maryland. (MAM-P)

CIGARETTE & CANDY VENDING MACHINES——
All Makes and models—largest Distributors; also Replacement Parts and Mirrors. UNEEDA VENDING SERVICE, Dept. C, 102 Scholes Street, Brooklyn 6. N. Y. (MAM-P)

OPERATOR NEEDS CASH——
Will sell 2 Mills Four Bells, one 4-5c, $600.00; one 3-5c, 1-25c, $650.00. Cabinets clean. Machines now operating. Old Style heads, skill lanes attached. Excellent condition. ROBERT VAN SANTEN, 223 1st Avenue North, Seattle 1, Washington. (MAM-P)

WANTED——
Bulk vending candies and ball gum. State quantity and prices in first letter please. CLYDE MEYERS SALES COMPANY, Beaumont, Texas. (FMA-P)

NICKEL OR PENNY——
Coin Stackers, $1.00 postpaid. Coin Counting Trays which hold and stack $5.00 in pennies, for nickels also, $3.00 postpaid. Limited quantity. Wanted: Scales, all types for parts. Low Boy preferred. R. HEINEMAN, 656 Selden Avenue, Detroit 1, Michigan. (MAM-P)

WANTED——
Phonographs, Skeeballs, 25 cycle Phonographs; pay top dollar. Wire, airmail; PHOENIX DISTRIBUTING CO., 1211 N. Third, Phoenix, Ariz. (MAM-P)

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with dark room combination. Portable Size of dark room 3 x 4 feet, 6 feet high. Entire length 10 feet long, leaving open space 3 x 6 feet for taking pictures quickly. Made of good substantial composition material. Neat. Price $100.00, f.o.b. Chicago. S. NEMES, 2620 Hampden Ct., Chicago, Ill. (MAM-P)

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WANTED——
Ball Gum and Bulk Vending Candies. C. G. KLEIN, 218 Terrell Street, Cuero, Texas. (MAM-P)

FOR SALE——
2 Snacks, 3 column, double glass in front, in A-1 shape, $7.50 each; 4 Shipman 1c and 3c Stamp Vendors, deluxe model, $25.00 each, with 1000 folders each. Absolutely A-1. 2 Shipman 2 column 1c Hershey Vendors, $2.00 each, A-1. ½ deposit. STEPHENS, 108 Cox Avenue, San Antonio 4, Texas. (A-P)

NEW ROUND PERMO POINT——
Needles—lots of ten, 35c; 11 to 99, 33c; 100 up, 30c. A.B.T. Coin Chutes, $3.75. Complete list of hard-to-get parts free. MATHENY VENDING CO., 564 West Douglas, Wichita, Kansas. (AMJ-P)

FOR SALE——
Marvels 1c play, cigarette reels, token payout, in very good condition, some never used, $9.75 each; 45 Midget 1c Cigarette Vending machines, vend one cigarette for 1c, never used, $7.50 each, or $300.00 for the lot. ½ cash, balance c.o.d., subject to prior sale. Also Columbia escalators, glass, handles. Will trade any of the above, or all, for Mills 5c, 10c Blue, or Brown Fronts that are in good shape. LEBANON NOVELTY CO., 812 Locust St., Lebanon, Pa. (AMJ-P)

WANTED TO BUY——
All model Consoles, Free Play, Pay Out and Combination models. List price and quantity. BOX 660, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

FOR SALE——
75 Arcade Machines, enough for complete Penny Arcade, $1250.00 cash, as is. No letters. Can be seen at 510 North Francisca Avenue, Redondo Beach, Calif. (A-P)

BALL GUM WANTED——
Any amount. Please state amount available, and price in first letter. C. STEPHENS, 108 Cox Avenue, San Antonio 4, Texas. (AMJ-P)

FOR SALE——
Mills-Jennings Jack Pot Gooseneck Slots, 1c—$20.00; 5c—$30.00; 10c—$45.00; 25c—$55.00. All in working order. F. O. B. Los Angeles. ½ deposit with order. DAVID V. BROTHERS, Room 1119, 742 South Hill Street, Los Angeles, California (AMJ-P)

PHONOGRAPH MOTORS REWOUND——
$7.50. Exchange motor shipped immediately if requested. Used records and phonographs wanted. MELODY MUSIC COMPANY, 280 Golden Gate, San Francisco, Calif. (AMJ-P)

WANTED——
Wurlitzer Twin 12's and 24 Hideaways, Wurlitzer 616, 24's, 600 and 500; Packard Boxes, Buckley Chrome Red Plastic 24-record boxes. State price and condition. BOX 665, Coin Machine Review. 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

FOR SALE——
Five Evans Lucky Lucres, late off location, in good condition. Price: Two hundred dollars each; One Hundred Ninety each if all sold one sale. Address BOX 112, Naco, Arizona.

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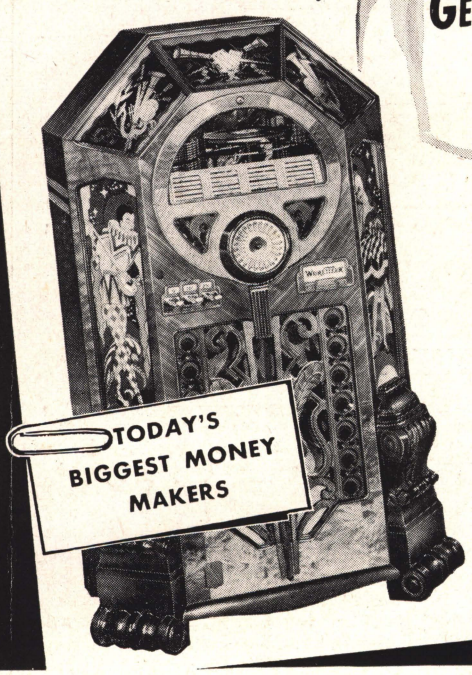

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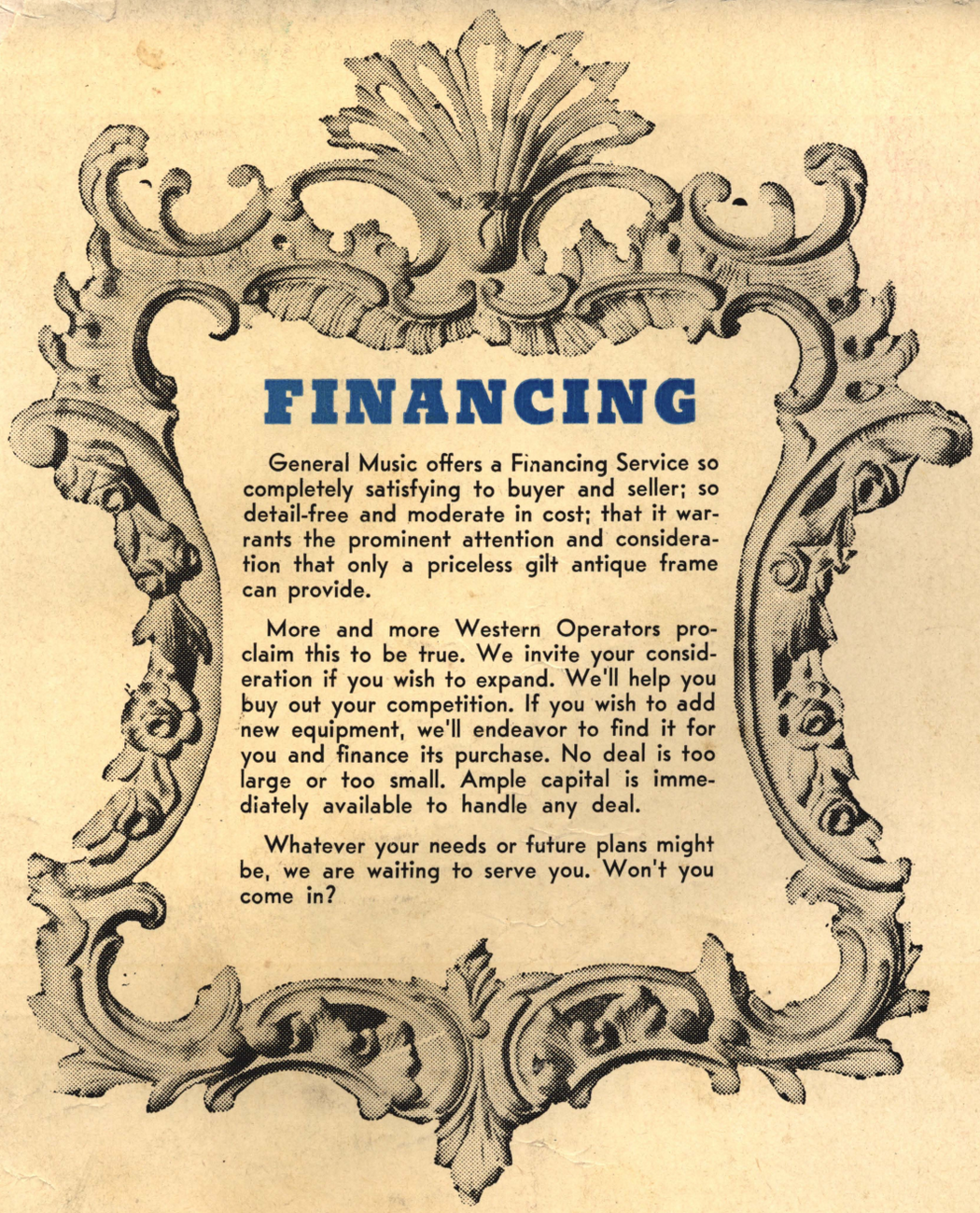

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